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# 1969 VEGETABLES, MELONS, SWEETPOTATOES



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## ACREAGE- MARKETING GUIDES

U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE

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## PREFACE

Acreage-marketing guides are prepared each year for summer and fall fresh vegetables, summer and fall cantaloups, summer watermelons, and sweetpotatoes. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with market requirements.

USDA's Consumer and Marketing Service continually studies the markets for fresh vegetables, melons, and sweetpotatoes. On the basis of these studies, commodity specialists develop recommendations of acreage levels likely to result in supplies which equal market needs. In turn, these recommendations are reviewed by other USDA agency representatives who are familiar with the vegetable industry.

The acreage guide for each seasonal crop tells the grower whether he should plant the same acreage as in the previous year or whether he should increase or decrease his acreage. The recommendation for each crop is presented in terms of a percentage change from the total acreage planted to that crop in the previous year. Each grower can apply this percentage change to his individual operation.

The final recommendations for 1969 summer and fall fresh vegetables, summer and fall cantaloups, summer watermelons, and sweetpotatoes are presented in this publication. In the past when acreage has been held within the levels recommended by USDA, few marketing difficulties have been encountered by growers.

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X 1969 ACREAGE-MARKETING GUIDES;  
SUMMER AND FALL VEGETABLES,  
MELONS, SWEETPOTATOES X

The basic objective of the acreage-marketing guides program is to assist growers in their production planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for each commodity. Therefore, to improve prospects for a successful season, growers should adjust their acreages in accord with the individual commodity guides. For example, it is recommended that the 1969 acreage of late summer sweet corn be increased by 5 percent from the acreage planted in 1968. Consequently, each grower of late summer sweet corn is recommended to increase his plantings 5 percent.

I. 1968 HIGHLIGHTS

The aggregate planted acreage of principal summer and fall vegetables and melons for fresh market in 1968 was slightly larger than in 1967. Increased plantings of summer vegetables and a moderately larger acreage of summer and fall melons more than offset sharp acreage reductions for several fall vegetables.

Adverse weather at times hampered the development of some summer and fall vegetables and melons in major eastern and midwestern producing areas. However, average yields ranged from relatively high for most summer vegetables and for fall vegetables in the West to low for several important fall crops in Florida, a major source.

The total production of major fresh summer and fall vegetables and melons in 1968 was 140.3 million hundredweight, up moderately from the 133.7 million hundredweight in 1967. Summer vegetable output in 1968 exceeded that in 1967 by 7 percent, but total fall vegetable production was about equal to a year earlier. Summer cantaloup production in 1968 was up 15 percent from 1967, and total watermelon output was up slightly. However, early fall cantaloup production in 1968 was off sharply from 1967 because of low yields in California.

Despite an increase in overall volume, the supplies of most summer vegetables were in general balance with market demand. Among others, above average prices were reported for snap beans, cabbage, sweet corn, cucumbers, and tomatoes. There were, however, several major exceptions. Heavy supplies and overlapping harvests resulted in low prices for summer carrot, celery, and lettuce production. Moreover, onion prices, which were moderate during the summer months, were depressed during the 1968-69 storage marketing season.

The principal summer and fall fresh vegetables and melons had an aggregate value of \$677 million in 1968, up moderately from \$654 million in 1967. Largely because of lower returns for celery, lettuce, and onions, the total value of 1968 summer vegetables, at \$339 million, was down slightly from 1967. Fall vegetable value of \$246 million was up 11 percent compared with 1967. The total value of summer and fall melons in 1968 was \$91.7 million, moderately larger than the \$88.6 million in 1967.

The demand for cantaloups, which has been firm in recent years, has responded to the increase in purchasing power of consumers. In addition, harvest timing, which is often a problem, was favorable for cantaloups in 1968. These factors contributed to a high average price for summer-fall cantaloups last season. Market needs for watermelons, however, have been comparatively stable. Considerable bunching in 1968 watermelon shipments resulted in a depressed price for early summer watermelons. In the Midwest, prices for late summer watermelons also were below a year earlier. But in eastern producing areas, the late summer average price in 1968 was above 1967.

In the fall of 1968, vegetable prices averaged well above the moderate level a year earlier (see Figure 2 on page 6). This was due to the generally moderate supply of most early fall vegetables, and light supplies of Florida late fall vegetables. During the early fall, prices for snap beans, cabbage, cauliflower, and lettuce were moderate and prices for the important early fall tomato crop in California were fairly high. In the late fall, when the origin for most tender vegetables shifted to Florida, prices for these crops moved up sharply and averaged well above a year earlier. Exceptions to the favorable markets for most fall vegetables were the low returns reported for early fall, cucumbers and peppers in Virginia. Also, under pressure of heavy California marketings, celery and carrot prices continued low throughout the 1968 fall season.

The 1968 production of sweetpotatoes was in balance with market needs, which have been relatively static. Sweetpotato prices declined through the early fall when marketings increased seasonally. But prices strengthened in the late fall and winter of 1968-69, and were well above the fairly high levels in 1967-68. For the 1968 sweetpotato crop, the preliminary estimate of value was \$68.2 million, up \$7.0 million from 1967.

## II. DEMAND FOR FRESH SUMMER AND FALL VEGETABLES AND MELONS IN 1969

Substantial rises in the Nation's income and production were reported in 1968. This was the eighth year of the long cyclical uptrend that started in 1961, and that was interrupted briefly early in 1967. The Gross National Product (GNP) rose \$71 billion to \$861 billion in 1968 or 9 percent over 1967, according to records of the U.S. Department of Commerce. Of last year's rise in current dollar GNP, about 5 percent represented an increase in physical volume, and 3 3/4 percent higher prices.

Food expenditures reached an annual rate of \$101.0 billion in 1968. This compared with \$94.9 billion in 1967. Food costs in 1968 accounted for 17.2 percent of total disposable personal income, a record-low share well below the 20.9 percent estimated for 1958.

Consumer demand continued strong in the first quarter of 1969 because of rising wages and high employment levels. During 1969, personal consumption expenditures and business fixed investment are expected to produce an additional, but less rapid, expansion. Government spending for goods and services is expected to advance only slightly as a result of budget tightening. This latter action is designed to moderate the rise in prices.

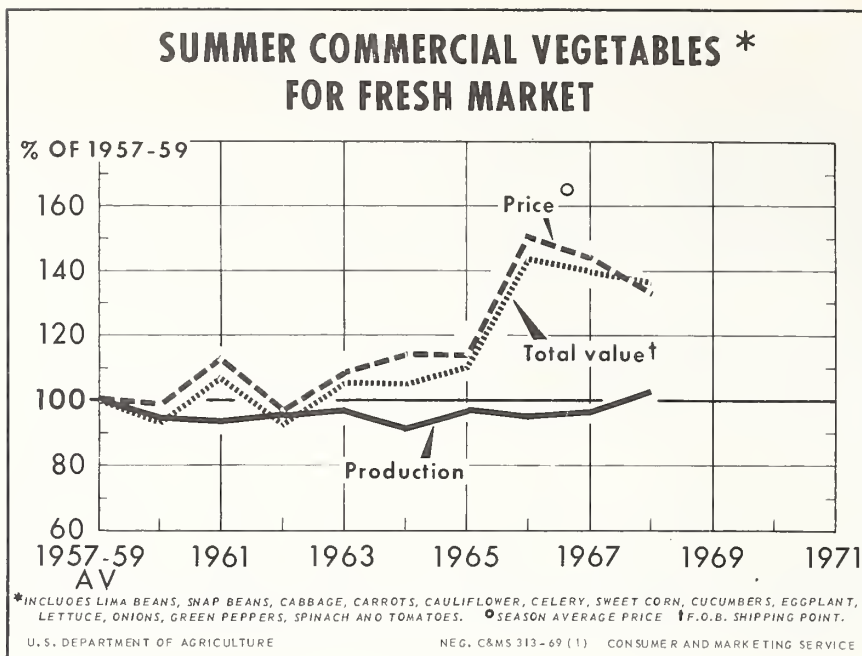


Figure 1

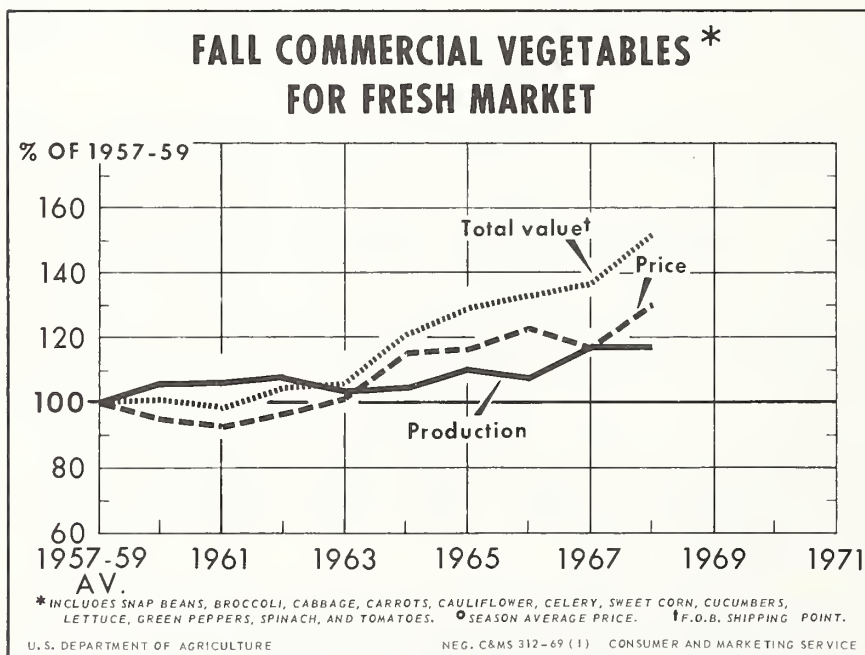


Figure 2



The full effect of the 10 percent tax surcharge on incomes is expected to be felt this spring when taxpayers file their tax returns. However, strength in all sectors of the economy is expected to further expand economic activity and consumer income.

Increases in population and consumer income will expand domestic markets for most farm products. However, available market supplies will continue to be a primary price determining factor. Per capita use of fresh vegetables in 1969 will depend upon timeliness of harvest, amount of individual supplies and prices, as well as prices for substitutes.

The per capita consumption of fresh vegetables and melons has shown little change since the early 1960's. At the same time, consumers have shown an increasing acceptance of processed vegetables. Although the market for most "salad" vegetables has expanded slightly, population increases have failed to offset declining per capita use of several fresh vegetables, including snap beans, beets, and spinach. The 1968-69 supply of processed vegetables was a record. Large supplies of these commodities will be available during 1969, at prices below last year. The per capita use of canned vegetables in 1969 is expected to be at least as large as in 1968. But some gain is expected in total use of frozen vegetables.

The use of fresh sweetpotatoes has declined. This has been due largely to the decline in the number of sweetpotato farms in the South, where consumption is quite large. But market needs for canned sweetpotatoes have been increasing slowly. This has helped to maintain grower sales in the several areas with processing facilities.

### III. FOREIGN TRADE

Of the major fresh vegetables, substantially larger quantities of celery, lettuce, tomatoes, and watermelons were exported during July-December 1968 as compared with the same months in 1967 (see Table 1, page 8). The exports of onions, carrots, and cantaloups, however, were much smaller than in the last half of 1967. As usual, most vegetable exports moved to Canada, with some celery, carrots, lettuce, and onions to Western Europe. Also, during the last half of 1968, small quantities of several fresh vegetables and melons were shipped to Caribbean countries as well as Mexico. In addition, some celery was shipped to Hong Kong and small quantities of onions went to various Pacific Islands.

For most fresh vegetables, the supplies imported during July-December 1968 were larger than in the corresponding period in 1967. Increased volume from Mexico during October-December 1968 accounted for much of the increase. The volume of tomatoes imported during July-December 1968 was more than double that in July-December 1967. This was due mainly to a sharp increase in the quantity from Mexico during October-December. In addition, increased supplies of cucumbers, cantaloups, and watermelons were imported in the last half of 1968. Though small, a much larger volume of cabbage was imported from Canada, and imports of Canadian carrots, which ranked second in importance to tomatoes, were up slightly from the year earlier period.

Table 1.--Selected Summer and Fall Fresh Vegetables and Melons: Exports and imports selected dates, 1968 and 1967

| Commodity      | Exports             |        |                  |        |               |        |
|----------------|---------------------|--------|------------------|--------|---------------|--------|
|                | July-September      |        | October-December |        | July-December |        |
|                | 1968                | 1967   | 1968             | 1967   | 1968          | 1967   |
|                | 1,000 hundredweight |        |                  |        |               |        |
| Beans 1/       | 2.5                 | 8.5    | 23.1             | 33.6   | 25.6          | 42.1   |
| Beets          | N.S.C.              | N.S.C. | N.S.C.           | N.S.C. | N.S.C.        | N.S.C. |
| Cabbage        | 13.5                | 23.4   | 38.5             | 93.0   | 52.0          | 116.4  |
| Carrots        | 71.2                | 106.7  | 43.3             | 49.7   | 114.5         | 156.4  |
| Celery         | 85.9                | 62.2   | 302.4            | 262.0  | 388.3         | 324.2  |
| Corn, Sweet    | N.S.C.              | N.S.C. | N.S.C.           | N.S.C. | N.S.C.        | N.S.C. |
| Cucumbers      | 27.0                | 72.3   | 27.9             | 66.6   | 54.9          | 138.9  |
| Lettuce        | 203.6               | 177.6  | 777.7            | 729.4  | 981.3         | 907.0  |
| Onions         | 245.4               | 300.3  | 137.7            | 196.7  | 383.1         | 497.0  |
| Peppers, Green | 22.4                | 19.3   | 49.6             | 31.6   | 72.0          | 50.9   |
| Tomatoes       | 421.7               | 175.3  | 296.6            | 311.9  | 718.3         | 487.2  |
| Cantaloups 2/  | 294.0               | 374.2  | 38.9             | 37.3   | 332.9         | 411.5  |
| Watermelons    | 529.6               | 461.9  | 16.6             | 6.9    | 546.2         | 468.8  |

| Commodity      | Imports             |       |                  |       |               |       |
|----------------|---------------------|-------|------------------|-------|---------------|-------|
|                | July-September      |       | October-December |       | July-December |       |
|                | 1968                | 1967  | 1968             | 1967  | 1968          | 1967  |
|                | 1,000 hundredweight |       |                  |       |               |       |
| Lima Beans     | -----               | ----- | -----            | ----- | -----         | ----- |
| Beets          | -----               | .4    | -----            | ----- | -----         | .4    |
| Cabbage        | 17.0                | 5.7   | 1.4              | .5    | 18.4          | 6.2   |
| Carrots        | 102.1               | 85.6  | 312.4            | 326.5 | 414.5         | 412.1 |
| Celery         | .8                  | 1.5   | -----            | .5    | .8            | 2.0   |
| Corn, Sweet    | 4.4                 | 5.5   | 1.7              | ----- | 6.1           | 5.5   |
| Cucumbers      | 2.4                 | 17.8  | 55.7             | 39.6  | 58.1          | 57.4  |
| Lettuce        | 4.9                 | 1.6   | 1.6              | .5    | 6.5           | 2.1   |
| Onions         | 15.8                | 32.4  | 94.6             | 85.7  | 110.4         | 118.1 |
| Peppers, Green | 13.9                | 8.3   | 33.9             | 34.6  | 47.8          | 42.9  |
| Tomatoes       | 77.5                | 94.7  | 415.8            | 133.5 | 493.3         | 228.2 |
| Cantaloups 2/  | 15.9                | 4.7   | 136.1            | 110.4 | 152.0         | 115.1 |
| Watermelons    | 1.9                 | .8    | 8.5              | 5.6   | 10.4          | 6.4   |

N.S.C. - Not separately classified.

1/ Includes snap beans. 2/ Includes other melons.

Source: Bureau of the Census, U.S. Department of Commerce.

#### IV. CANNED AND FROZEN VEGETABLES

The total supplies of canned and frozen vegetables advanced to a new record-high level for the 1968-69 season. Large carryover supplies of most items in mid-1968 combined with an extremely large total 1968 pack to result in the overall increase.

The 1968 carryover of leading canned vegetables was about two-fifths larger than the relatively small 1967 carryover. Available data indicate that the 1968 aggregate pack of canned vegetables was much larger than in 1967. The total supply of principal canned vegetables for 1968-69 was estimated to be 15 percent above 1967-68. Despite the increased supply and sharply lower prices for most major canned vegetables, cumulative disappearance of canned vegetables this marketing season into early winter has been only slightly greater than in the previous season.

The 1968 carryover of frozen lima beans, snap beans, sweet corn, green peas, and spinach was nearly 40 percent larger than in 1967. The 1968 combined pack of these five frozen vegetables is estimated to be slightly larger than in 1967. As a result, 1968-69 total supply of the five major frozen vegetables was 1.7 billion pounds versus 1.6 billion in 1967-68. Because of the large frozen stocks and heavy supplies of competing canned vegetables, prices for most frozen vegetables have been under pressure.

The 1969 total carryover of processed vegetables is expected to be even larger than in 1968. As a result, the 1969 processed vegetable guide recommendation is an aggregate planted acreage 12 percent less than in 1968.

Specific planted acreage guide recommendations for 1969 vegetables for commercial processing follow:

| Commodity                        | : Percentage change in 1969 planted<br>: acreage compared with 1968 | Percent     |
|----------------------------------|---------------------------------------------------------------------|-------------|
| Beans, Lima (For Canning).....   |                                                                     | -20         |
| Beans, Lima (For Freezing).....  |                                                                     | -15         |
| Beans, Snap (For Canning).....   |                                                                     | -10         |
| Beans, Snap (For Freezing).....  |                                                                     | No change   |
| Beets .....                      |                                                                     | -15         |
| Cabbage.....                     |                                                                     | 1/No change |
| Corn, Sweet (For Canning).....   |                                                                     | -20         |
| Corn, Sweet (For Freezing) ..... |                                                                     | -10         |
| Cucumbers for Pickles .....      |                                                                     | -5          |
| Peas, Green (For Canning) .....  |                                                                     | -5          |
| Peas, Green (For Freezing) ..... |                                                                     | -10         |
| Spinach (For Canning) .....      |                                                                     | -5          |
| Spinach (For Freezing) .....     |                                                                     | No change   |
| Tomatoes                         |                                                                     |             |
| California .....                 |                                                                     | -25         |
| All Other States .....           |                                                                     | -5          |

1/ Included in total early fall crop (fresh market and kraut combined).



## V. SUMMARY - 1969 GUIDES

Specific planted acreage guide recommendations for 1969 summer and fall vegetables for fresh market, summer melons, and sweetpotatoes follow:

| Commodity                | : Percentage change in<br>: 1969 planted acreage<br>: compared with 1968 | Commodity                     | : Percentage change in<br>: 1969 planted acreage<br>: compared with 1968 |
|--------------------------|--------------------------------------------------------------------------|-------------------------------|--------------------------------------------------------------------------|
| <u>Summer Vegetables</u> |                                                                          | <u>Fall Vegetables</u>        |                                                                          |
| Beans, Lima              | No change                                                                | Beans, Snap (early)           | +5                                                                       |
| Beans, Snap              | No change                                                                | (late)                        | +5                                                                       |
| Cabbage (early)          | No change                                                                | Broccoli                      | No change                                                                |
| (late)                   | No change                                                                | Cabbage <sup>1/</sup> (early) | No change                                                                |
| Carrots (early)          | -10                                                                      | (late)                        | No change                                                                |
| (late)                   | No change                                                                | Carrots (early)               | -5                                                                       |
| Cauliflower              | No change                                                                | (late)                        | No change                                                                |
| Celery (early)           | -10                                                                      | Cauliflower (early)           | No change                                                                |
| (summer)                 | No change                                                                | (late)                        | -5                                                                       |
| Corn, Sweet (early)      | No change                                                                | Celery (late)                 | -5                                                                       |
| (late)                   | +5                                                                       | Corn, Sweet                   | +10                                                                      |
| Cucumbers (early)        | No change                                                                | Cucumbers (early)             | -10 in                                                                   |
| (late)                   | No change                                                                |                               | Tex. and Va.;                                                            |
| Lettuce                  | -10 in                                                                   |                               | no change in                                                             |
|                          | Calif.; no change                                                        |                               | other States                                                             |
|                          | in other States                                                          | Lettuce (late)                | -5                                                                       |
| Onions (early)           | -10 in Tex.;                                                             | (early)                       | -5 in                                                                    |
|                          | no change in other                                                       |                               | Tex. and N.M.;                                                           |
| (late)                   | States                                                                   |                               | no change in                                                             |
|                          | -15 in Idaho-                                                            |                               | other States                                                             |
|                          | E. Oreg.; -10                                                            |                               | No change                                                                |
|                          | in Colo., Utah, Wash.,                                                   | Peppers, Green                | -5                                                                       |
|                          | W. Oreg. and Calif.;                                                     | Spinach (early)               | No change                                                                |
|                          | no change in                                                             | (late)                        | No change                                                                |
|                          | other States                                                             | Tomatoes (early)              | +5                                                                       |
| Peppers, Green (early)   | No change                                                                | (late)                        | +5                                                                       |
| (late)                   | No change                                                                | -----                         |                                                                          |
| Spinach                  | No change                                                                | <u>Summer and Fall Melons</u> |                                                                          |
| Tomatoes (early)         | No change                                                                | Cantaloups (early)            | No change                                                                |
| (late)                   | No change                                                                | (mid)                         | -5 in                                                                    |
| -----                    |                                                                          |                               | Calif.; no                                                               |
| Sweetpotatoes            | No change                                                                |                               | change in                                                                |
|                          |                                                                          |                               | other States                                                             |
|                          |                                                                          | (late)                        | +5                                                                       |
|                          |                                                                          | (early fall)                  | No change                                                                |
|                          |                                                                          | Watermelons (early)           | -5                                                                       |
|                          |                                                                          | (late)                        | No change                                                                |

<sup>1/</sup> For fresh market and processing.

In establishing the guides for 1969 summer and fall vegetables for fresh market, consideration was given to overall supplies needed by a growing population estimated at 200 million in 1968. However, demand for many fresh vegetables will continue to be restricted by large supplies of competing canned and frozen vegetables.

For 13 fresh summer vegetables the total planted acreage guide is 436,300 acres, 1 percent less than in 1968. With normal abandonment and average yields, 1969 aggregate production of these vegetables would be 5 percent less than in 1968. The 1969 acreage guide for fall vegetables is 259,800 acres, about equal to the acreage planted in 1968. This acreage, with normal abandonment and average yields, will result in a total production of principal fall vegetables equal to 1968.

The 1969 planted acreage guide for summer and fall melons is 306,000 acres, or 4 percent less than the 1968 acreage. With normal acreage loss and average yields, 1969 production of summer and fall cantaloups and summer watermelons would be 3 percent less than in 1968.

A total planted acreage of sweetpotatoes equal to 1968 is recommended in 1969. Assuming normal abandonment and average yields, total production in 1969 would be about equal to 1968.

Additional guide details are shown in Summary Tables 2 through 6 beginning on page 12. Selected vegetable and melon prices follow:

Vegetables for Fresh Market: United States season  
average unit value, 1966, 1967 and 1968

| Item          | : | 1966  | : | 1967                        | : | 1968  |
|---------------|---|-------|---|-----------------------------|---|-------|
|               | : |       | : |                             | : |       |
|               |   |       |   | <u>\$ per hundredweight</u> |   |       |
| Lima Beans    |   | 11.70 |   | 11.70                       |   | 11.90 |
| Snap Beans    |   | 11.92 |   | 11.50                       |   | 12.30 |
| Broccoli      |   | 11.54 |   | 11.80                       |   | 11.40 |
| Cabbage       |   | 3.76  |   | 2.87                        |   | 3.19  |
| Cantaloups    |   | 6.27  |   | 6.25                        |   | 5.78  |
| Carrots       |   | 5.43  |   | 5.76                        |   | 5.86  |
| Cauliflower   |   | 10.85 |   | 10.90                       |   | 11.60 |
| Celery        |   | 4.90  |   | 4.76                        |   | 4.74  |
| Sweet Corn    |   | 5.04  |   | 4.84                        |   | 5.22  |
| Cucumbers     |   | 6.69  |   | 6.31                        |   | 7.38  |
| Lettuce       |   | 5.30  |   | 4.99                        |   | 4.55  |
| Onions        |   | 5.33  |   | 4.34                        |   | 4.17  |
| Green Peppers |   | 11.25 |   | 11.60                       |   | 12.00 |
| Spinach       |   | 9.08  |   | 9.80                        |   | 10.30 |
| Tomatoes      |   | 9.37  |   | 9.50                        |   | 11.70 |
| Watermelons   |   | 1.86  |   | 2.09                        |   | 1.87  |

Note: Data are for the conterminous United States.

Note: The unit values listed above are derived from values, f.o.b. shipping point.

Source: Annual reports of the Statistical Reporting Service.



Table 2 --Summer Vegetables: Planted acreage guide 1969, with comparisons

| Commodity      | Planted acreage |         |        |        | Percent acreage guide is of: |        |        |
|----------------|-----------------|---------|--------|--------|------------------------------|--------|--------|
|                | : 1969          | : 1968  | :      | :      | : 1968                       | :      | :      |
|                | : guide         | : prel. | : 1967 | : 1966 | : prel.                      | : 1967 | : 1966 |
|                | 1,000 acres     |         |        |        | Percent                      |        |        |
| Beans, Lima    | 9.7             | 9.7     | 10.3   | 10.5   | 100                          | 94     | 92     |
| Beans, Snap    | 25.0            | 25.0    | 25.4   | 25.9   | 100                          | 98     | 97     |
| Cabbage        |                 |         |        |        |                              |        |        |
| Early          | 6.4             | 6.4     | 6.6    | 6.4    | 100                          | 97     | 101    |
| Late           | 15.6            | 15.6    | 16.4   | 16.3   | 100                          | 95     | 96     |
| Carrots        |                 |         |        |        |                              |        |        |
| Early          | 7.9             | 8.8     | 7.9    | 7.9    | 90                           | 100    | 100    |
| Late           | 1.8             | 1.8     | 1.7    | 2.0    | 100                          | 106    | 92     |
| Cauliflower    | 2.9             | 2.9     | 3.0    | 3.2    | 100                          | 97     | 91     |
| Celery         |                 |         |        |        |                              |        |        |
| Early          | 2.7             | 3.0     | 2.6    | 2.5    | 90                           | 104    | 108    |
| Summer         | 5.4             | 5.4     | 5.3    | 5.3    | 100                          | 102    | 104    |
| Corn, Sweet    |                 |         |        |        |                              |        |        |
| Early          | 32.3            | 32.3    | 31.5   | 33.4   | 100                          | 103    | 97     |
| Late           | 92.7            | 88.3    | 90.4   | 92.2   | 105                          | 103    | 101    |
| Cucumbers      |                 |         |        |        |                              |        |        |
| Early          | 6.6             | 6.6     | 6.5    | 5.9    | 100                          | 102    | 112    |
| Late           | 6.0             | 6.0     | 5.9    | 6.1    | 100                          | 103    | 99     |
| Lettuce        | 46.0            | 49.0    | 45.9   | 46.6   | 94                           | 100    | 99     |
| Onions         |                 |         |        |        |                              |        |        |
| Early          | 15.5            | 16.4    | 15.8   | 13.8   | 95                           | 98     | 112    |
| Late           | 58.3            | 62.4    | 60.4   | 59.1   | 93                           | 97     | 99     |
| Peppers, Green |                 |         |        |        |                              |        |        |
| Early          | 8.7             | 8.7     | 8.2    | 8.2    | 100                          | 106    | 106    |
| Late           | 20.4            | 20.4    | 19.2   | 17.9   | 100                          | 106    | 114    |
| Spinach        | 1.3             | 1.3     | 1.4    | 1.5    | 100                          | 93     | 87     |
| Tomatoes       |                 |         |        |        |                              |        |        |
| Early          | 46.4            | 46.4    | 42.2   | 44.4   | 100                          | 110    | 104    |
| Late           | 24.7            | 24.7    | 24.3   | 24.0   | 100                          | 101    | 103    |
| Total          | 436.3           | 441.1   | 430.9  | 433.1  | 99                           | 101    | 101    |

Note: Percentage comparisons 1969 guide versus 1968 based on unrounded data.

Table 3 --Summer Vegetables: Probable production in 1969, with comparisons

| Commodity      | Production 1/                |        |        |        | Probable production from |      |      |
|----------------|------------------------------|--------|--------|--------|--------------------------|------|------|
|                | acreage guide as percent of: |        |        |        |                          |      |      |
|                | 1969                         | 1968   | 1967   | 1966   | 1968                     | 1967 | 1966 |
|                | guide 2/                     | Prel.  |        |        | prel.                    |      |      |
|                | 1,000 cwt.                   |        |        |        | Percent                  |      |      |
| Beans, Lima    | 238                          | 234    | 261    | 250    | 102                      | 91   | 95   |
| Beans, Snap    | 1,009                        | 1,027  | 1,015  | 1,008  | 98                       | 99   | 100  |
| Cabbage        |                              |        |        |        |                          |      |      |
| Early          | 1,321                        | 1,312  | 1,355  | 1,332  | 101                      | 97   | 99   |
| Late           | 3,119                        | 3,113  | 3,531  | 3,089  | 100                      | 88   | 101  |
| Carrots        |                              |        |        |        |                          |      |      |
| Early          | 2,512                        | 3,080  | 2,528  | 2,410  | 82                       | 99   | 104  |
| Late           | 614                          | 623    | 572    | 606    | 99                       | 107  | 101  |
| Cauliflower    | 298                          | 308    | 297    | 306    | 97                       | 100  | 97   |
| Celery         |                              |        |        |        |                          |      |      |
| Early          | 1,480                        | 1,770  | 1,313  | 1,400  | 84                       | 113  | 106  |
| Summer         | 1,719                        | 1,780  | 1,668  | 1,549  | 97                       | 103  | 111  |
| Corn, Sweet    |                              |        |        |        |                          |      |      |
| Early          | 2,152                        | 2,119  | 2,110  | 1,954  | 102                      | 102  | 110  |
| Late           | 5,577                        | 5,504  | 5,404  | 5,046  | 101                      | 103  | 111  |
| Cucumbers      |                              |        |        |        |                          |      |      |
| Early          | 652                          | 674    | 570    | 600    | 97                       | 114  | 109  |
| Late           | 483                          | 492    | 462    | 480    | 98                       | 105  | 101  |
| Lettuce        | 11,543                       | 12,095 | 11,369 | 11,207 | 95                       | 102  | 103  |
| Onions         |                              |        |        |        |                          |      |      |
| Early          | 3,437                        | 3,344  | 3,320  | 3,000  | 103                      | 104  | 115  |
| Late           | 18,787                       | 20,601 | 19,027 | 18,149 | 91                       | 98   | 103  |
| Peppers, Green |                              |        |        |        |                          |      |      |
| Early          | 353                          | 334    | 346    | 325    | 106                      | 102  | 109  |
| Late           | 2,015                        | 2,113  | 1,844  | 1,667  | 95                       | 109  | 121  |
| Spinach        | 68                           | 66     | 78     | 78     | 103                      | 87   | 87   |
| Tomatoes       |                              |        |        |        |                          |      |      |
| Early          | 5,496                        | 5,461  | 4,667  | 5,597  | 101                      | 118  | 98   |
| Late           | 2,796                        | 2,753  | 2,792  | 2,572  | 102                      | 100  | 109  |
| Total          | 65,669                       | 68,803 | 64,529 | 62,625 | 95                       | 102  | 105  |

1/ Includes some quantities not marketed (see individual tables for particulars).

2/ Product of planted acreage guide for 1969, less normal abandonment, times average yield.

Table 4 --Summer-Fall Melons: Acreage guide for 1969, with comparisons

| Commodity   | Planted acreage |         |         |         |         |     | Percent acreage guide is of: |  |         |  |         |  |
|-------------|-----------------|---------|---------|---------|---------|-----|------------------------------|--|---------|--|---------|--|
|             | 1969            |         | 1968    |         | 1967    |     | 1966                         |  | 1968    |  | 1967    |  |
|             | : guide 2/      |         | : prel. |         | : prel. |     | : prel.                      |  | : prel. |  | : prel. |  |
|             | <u>Acres</u>    |         |         |         |         |     | <u>Percent</u>               |  |         |  |         |  |
| Cantaloups  |                 |         |         |         |         |     |                              |  |         |  |         |  |
| Early       | 13,900          | 13,900  | 13,800  | 13,450  | 100     | 101 | 103                          |  |         |  |         |  |
| Mid         | 53,000          | 54,800  | 49,850  | 47,300  | 97      | 106 | 110                          |  |         |  |         |  |
| Late        | 10,920          | 10,400  | 10,600  | 10,900  | 105     | 103 | 100                          |  |         |  |         |  |
| Fall        | 3,300           | 3,300   | 3,250   | 1,850   | 100     | 102 | 178                          |  |         |  |         |  |
| Watermelons |                 |         |         |         |         |     |                              |  |         |  |         |  |
| Early       | 200,925         | 211,500 | 197,100 | 195,800 | 95      | 102 | 103                          |  |         |  |         |  |
| Late        | 24,000          | 24,000  | 26,000  | 26,250  | 100     | 92  | 91                           |  |         |  |         |  |
| Total       | 306,045         | 317,900 | 300,600 | 295,550 | 96      | 102 | 104                          |  |         |  |         |  |

Table --Summer-Fall Melons: Probable production in 1969, with comparisons

| Commodity   | Production 1/              |        |         |        |        |     | : Probable production from<br>: acreage guide as percent of: |  |         |  |        |  |
|-------------|----------------------------|--------|---------|--------|--------|-----|--------------------------------------------------------------|--|---------|--|--------|--|
|             | : 1969                     |        | : 1968  |        | :      |     | : 1968                                                       |  | :       |  | :      |  |
|             | : guide 2/                 |        | : prel. |        | : 1967 |     | : 1966                                                       |  | : prel. |  | : 1966 |  |
|             | <u>1,000 hundredweight</u> |        |         |        |        |     | <u>Percent</u>                                               |  |         |  |        |  |
| Cantaloups  |                            |        |         |        |        |     |                                                              |  |         |  |        |  |
| Early       | 782                        | 806    | 751     | 646    | 97     | 104 | 121                                                          |  |         |  |        |  |
| Mid         | 7,314                      | 7,801  | 6,655   | 5,705  | 94     | 110 | 128                                                          |  |         |  |        |  |
| Late        | 845                        | 794    | 801     | 851    | 106    | 105 | 99                                                           |  |         |  |        |  |
| Fall        | 426                        | 382    | 460     | 237    | 112    | 93  | 180                                                          |  |         |  |        |  |
| Watermelons |                            |        |         |        |        |     |                                                              |  |         |  |        |  |
| Early       | 15,652                     | 16,195 | 15,712  | 14,246 | 97     | 100 | 110                                                          |  |         |  |        |  |
| Late        | 3,089                      | 3,116  | 2,949   | 3,209  | 99     | 105 | 96                                                           |  |         |  |        |  |
| Total       | 28,108                     | 29,094 | 27,328  | 24,894 | 97     | 103 | 113                                                          |  |         |  |        |  |

1/ Includes some quantities not marketed (see individual tables for particulars).

2/ Computed: Product of planted acreage guide for 1969, less normal abandonment, times average yield.

Table 5 --Fall Vegetables: Planted acreage guide 1969, with comparisons

| Commodity       | Planted acreage    |         |        |        | Percent acreage guide is of: |        |        |
|-----------------|--------------------|---------|--------|--------|------------------------------|--------|--------|
|                 | : 1969             | : 1968  | :      | :      | : 1968                       | :      | :      |
|                 | : guide            | : prel. | : 1967 | : 1966 | : prel.                      | : 1967 | : 1966 |
|                 | <u>1,000 acres</u> |         |        |        | <u>Percent</u>               |        |        |
| Beans, Snap     |                    |         |        |        |                              |        |        |
| Early           | 11.4               | 10.9    | 12.5   | 12.3   | 105                          | 91     | 93     |
| Late            | 11.4               | 10.9    | 12.1   | 12.0   | 105                          | 94     | 95     |
| Broccoli        | 23.8               | 23.8    | 24.3   | 23.0   | 100                          | 98     | 104    |
| Cabbage         |                    |         |        |        |                              |        |        |
| Early <u>1/</u> | 30.6               | 30.6    | 32.1   | 30.9   | 100                          | 95     | 99     |
| Late            | 2.2                | 2.2     | 2.2    | 2.1    | 100                          | 100    | 105    |
| Carrots         |                    |         |        |        |                              |        |        |
| Early           | 24.6               | 26.0    | 24.3   | 24.7   | 95                           | 101    | 100    |
| Late            | 7.0                | 7.0     | 6.9    | 8.4    | 100                          | 101    | 83     |
| Cauliflower     |                    |         |        |        |                              |        |        |
| Early           | 4.7                | 4.7     | 4.5    | 4.6    | 100                          | 104    | 102    |
| Late            | 8.9                | 9.4     | 8.5    | 7.6    | 95                           | 105    | 117    |
| Celery          |                    |         |        |        |                              |        |        |
| Late            | 6.2                | 6.5     | 5.9    | 5.8    | 95                           | 105    | 107    |
| Corn, Sweet     | 13.0               | 11.8    | 17.0   | 15.9   | 110                          | 76     | 82     |
| Cucumbers       |                    |         |        |        |                              |        |        |
| Early           | 8.5                | 9.0     | 7.8    | 8.0    | 94                           | 109    | 107    |
| Late            | 8.7                | 9.2     | 8.3    | 7.5    | 95                           | 105    | 116    |
| Lettuce         |                    |         |        |        |                              |        |        |
| Early           | 43.4               | 44.0    | 43.0   | 37.3   | 99                           | 101    | 116    |
| Late            | 13.6               | 13.6    | 14.1   | 16.5   | 100                          | 96     | 82     |
| Peppers, Green  | 9.4                | 9.9     | 8.7    | 8.2    | 95                           | 108    | 115    |
| Spinach         |                    |         |        |        |                              |        |        |
| Early           | 2.5                | 2.5     | 2.6    | 2.6    | 100                          | 94     | 98     |
| Late            | 1.3                | 1.3     | 1.6    | 1.4    | 100                          | 81     | 93     |
| Tomatoes        |                    |         |        |        |                              |        |        |
| Early           | 16.6               | 15.8    | 19.8   | 16.2   | 105                          | 84     | 102    |
| Late            | 12.0               | 11.4    | 14.6   | 12.5   | 105                          | 82     | 96     |
| Total           | 259.8              | 260.5   | 270.8  | 257.5  | 100                          | 96     | 101    |

1/ Includes cabbage for processing.

Note: Percentage comparisons 1969 guide versus 1968 based on unrounded data.



Table 6.--Fall Vegetables: Probable production in 1969, with comparisons

| Commodity      | Production 1/ |         |        |        | : Probable production from<br>: acreage guide as percent of: |        |        |   |
|----------------|---------------|---------|--------|--------|--------------------------------------------------------------|--------|--------|---|
|                | : 1969        | : 1968  | :      | :      | : 1968                                                       | :      | :      | : |
|                | : guide 2/    | : prel. | : 1967 | : 1966 | : prel.                                                      | : 1967 | : 1966 | : |
|                | 1,000 cwt.    |         |        |        | Percent                                                      |        |        |   |
| Beans, Snap    |               |         |        |        |                                                              |        |        |   |
| Early          | 420           | 414     | 452    | 465    | 101                                                          | 93     | 90     |   |
| Late           | 418           | 353     | 483    | 367    | 118                                                          | 87     | 114    |   |
| Broccoli       | 1,353         | 1,349   | 1,358  | 1,339  | 100                                                          | 100    | 101    |   |
| Cabbage        |               |         |        |        |                                                              |        |        |   |
| Early 3/       | 9,049         | 8,946   | 9,713  | 7,555  | 101                                                          | 93     | 120    |   |
| Late           | 302           | 299     | 301    | 265    | 101                                                          | 100    | 114    |   |
| Carrots        |               |         |        |        |                                                              |        |        |   |
| Early          | 6,418         | 6,922   | 6,183  | 6,266  | 93                                                           | 104    | 102    |   |
| Late           | 2,254         | 2,275   | 2,208  | 2,226  | 99                                                           | 102    | 101    |   |
| Cauliflower    |               |         |        |        |                                                              |        |        |   |
| Early          | 473           | 498     | 436    | 422    | 95                                                           | 108    | 112    |   |
| Late           | 979           | 1,034   | 850    | 912    | 95                                                           | 115    | 107    |   |
| Celery         |               |         |        |        |                                                              |        |        |   |
| Late           | 3,348         | 3,510   | 3,127  | 3,306  | 95                                                           | 107    | 101    |   |
| Corn, Sweet    | 630           | 540     | 922    | 723    | 117                                                          | 68     | 87     |   |
| Cucumbers      |               |         |        |        |                                                              |        |        |   |
| Early          | 745           | 752     | 688    | 689    | 99                                                           | 108    | 108    |   |
| Late           | 940           | 820     | 1,066  | 770    | 115                                                          | 88     | 122    |   |
| Lettuce        |               |         |        |        |                                                              |        |        |   |
| Early          | 7,809         | 7,877   | 7,603  | 6,690  | 99                                                           | 103    | 117    |   |
| Late           | 2,258         | 2,176   | 2,326  | 2,805  | 104                                                          | 97     | 80     |   |
| Peppers, Green | 799           | 743     | 555    | 602    | 108                                                          | 144    | 133    |   |
| Spinach        |               |         |        |        |                                                              |        |        |   |
| Early          | 132           | 130     | 145    | 129    | 102                                                          | 91     | 102    |   |
| Late           | 57            | 60      | 60     | 64     | 95                                                           | 95     | 89     |   |
| Tomatoes       |               |         |        |        |                                                              |        |        |   |
| Early          | 3,320         | 3,318   | 3,366  | 3,240  | 100                                                          | 99     | 102    |   |
| Late           | 1,524         | 1,314   | 1,999  | 1,336  | 116                                                          | 76     | 114    |   |
| Total          | 43,228        | 43,330  | 43,841 | 40,171 | 100                                                          | 99     | 108    |   |

1/ Includes some quantities not marketed (see individual tables for particulars).

2/ Computed: Planted acreage guide for 1969 fall vegetables, less normal abandonment, times average yield.

3/ Includes cabbage for processing.

## VI. VEGETABLE SUMMARIES

Snap Beans--The total planted acreage of summer snap beans in 1968 was slightly smaller than in 1967 with reductions in many States, including Upstate New York, Pennsylvania, Ohio, Michigan, and Georgia. Low temperatures and excessive moisture during June slowed growth in most eastern areas and in the Midwest. But growing conditions improved in July and continued generally favorable in early August. Although yields in Illinois and in several Southern States were reduced by hot, dry weather, the group average yield exceeded that in 1967. Total production was about equal to a year earlier. In early August, prices declined from the fairly high levels which prevailed in July. But a delay in early fall movement resulted in a stronger market in September. Season average prices in a majority of producing States were substantially higher than in 1967, and total 1968 crop value of \$12.3 million was up 17 percent from the prior year (see Figure 3 on page 28).

Early fall snap bean production in 1968 was 8 percent less than in 1967. The smaller output was due largely to less acreage in Virginia and South Carolina and generally dry weather which restricted yields in eastern producing States. The South Carolina crop was hardest hit by dry conditions with an especially low average yield in that State. Returns were moderate for early fall shipments through early October. But because of fewer competing supplies from Florida, prices for late October and November marketings from South Carolina and Louisiana averaged high. In California, where marketings were seasonally heavy in September, the 1968 average price was slightly higher than in 1967.

Because of a substantial reduction in Florida, late fall plantings of snap beans in 1968 were a tenth less than in 1967. Winds and low temperatures in November and freezing temperatures in mid-December sharply curtailed output in Florida. Shipping point prices were very high the last half of November and after a decline in early December again advanced to high levels late in the month. The small Texas production was equal to that in 1968. Average prices in both Florida and Texas in 1968 were well above those in 1967. Because of the smaller production, however, total crop value was only slightly larger than in 1967.

Broccoli--The total acreage of fall broccoli in 1968 was slightly less than in 1967. Although acreage in Oregon, where much of the production is utilized by freezers, was up 9 percent, there was a 29 percent reduction in the combined New York-New Jersey acreage and slightly less acreage in California, the leading State in production. High temperatures curtailed yields in Washington, but yields in the other States ranged from about the same to higher than a year earlier. As a result, 1968 total fall production was about equal to 1967. Fresh market demand was strong in the fall of 1968. Despite a much larger volume from California during October-November 1968, shipping point prices were moderately higher than in the same period in 1967. However, freezers' requirements may not be as large in 1969 as they were in 1968 and the production from an acreage equal to 1968 would be sufficient.

Cabbage--A slightly larger 1968 production of early summer cabbage in New Jersey failed to offset smaller crops in Ohio and Virginia, which resulted

from smaller plantings and lower yields than in 1967. The total early summer crop was 3 percent less than in 1967. In addition, market timing in 1968 for early summer marketings was more favorable than the previous year. This was due largely to a smaller volume of competing supplies from the late spring States, mainly Virginia and North Carolina, in June and July. Also, the New Jersey harvest began at about the usual time, with a fair volume by mid-June and active shipments by late June. Despite a larger volume from competing late summer producing States, such as Illinois and North Carolina in July, total marketings in mid-July were substantially less than the heavy volume during the comparable 1967 period. Moreover, supplies continued below a year earlier into early August. Prices responded to the lighter volume by improving in late July and averaged above the moderate to low levels a year earlier. Although below the extremely high price in 1966, the early summer season average price in 1968 was well above 1967.

The late summer cabbage acreage in 1968 was down moderately from 1967. Furthermore, per-acre yields in the East and Midwest were lower than in 1967 because of hot, dry weather during August. With smaller crops in the East and Midwest as well as in California, where yields also were below 1967, total late summer production was 12 percent less than in 1967. Compared with a year earlier, a larger volume of late summer supplies was marketed during July and August. Consequently, shipments during September and October were comparatively light. Since this smaller supply moved in competition with a much smaller early fall production, prices, which had been moderate, reached high levels after Labor Day and continued well above a year earlier through November. Season average prices in most late summer States in 1968 were well above those in 1967. The crop was valued at \$9.3 million compared with \$8.2 million in 1967.

The total acreage of early fall cabbage for fresh market and processing in 1968 was 5 percent less than in 1967. Low prices in principal producing eastern and midwestern States in 1967 were largely responsible for the reduction. In Upstate New York and Pennsylvania as well as in the Midwest, adversely cool, wet weather early in the 1968 season was followed by extremely high temperatures during August. These conditions restricted per-acre yields. Total early fall production in 1968 was down 8 percent from 1967. As soon as it became evident that the volume available during the fall months would be light, market prices strengthened and continued high through October and November. In addition, prices received an added boost in December because of bad weather which delayed winter crop movement from Florida. Although much of the early fall crop was under contract to kraut packers, the season average price was up a fourth from the low level in 1967 (see Figure 10, page 49). Nevertheless, with average yields in 1969, an acreage equal to 1968 would provide enough tonnage for both fresh market and processing.

Late fall cabbage production in 1968 was about equal to 1967 as timely fall rains resulted in good yields in Virginia and North Carolina. But prices averaged substantially higher than a year earlier because of light supplies from early fall crop States. Due to the likelihood of more competition for markets, an acreage equal to 1968 is recommended in 1969.



Cauliflower--The 1968 plantings of summer cauliflower in Upstate New York and in New Jersey were equal to those in 1967. However, the acreage in Washington, grown largely for processing, was down 11 percent from 1967. Summer crops in each producing State developed favorably in 1968 and total summer production was moderately larger than in 1967. During the summer, supplies moved from the Catskill Section of New York at high prices. In September, prices continued quite high as early fall volume from Long Island, New York was delayed several weeks. Returns for the New York and Washington crops were higher than in 1967. But in New Jersey prices averaged lower than in 1967.

Early fall cauliflower plantings on Long Island, New York in 1968 were down moderately from 1967. Acreage in Michigan, however, was equal to a year earlier and Oregon plantings were much larger than in 1967. High temperatures during August adversely affected the New York and Michigan crops, but conditions improved in the fall and average yields were high. Total early fall production was 14 percent more than in 1967, although most of the increase was in Oregon where much of the crop is grown for freezing. Fresh market prices declined sharply in late October for seasonally heavy volume, but they improved in November. Season average prices in New York and Michigan were moderately higher than in 1967. In Oregon, however, prices averaged below 1967.

Carrots--The supplies of carrots marketed during the summer and fall of 1968 were substantially larger than a year earlier when volume was comparatively light. The increased volume was due to larger plantings in the principal producing States of California, Michigan, and Texas as well as high average yields in most leading States. Although prices were moderate in July for early summer supplies from California, markets were under pressure because of heavy shipments from early August through December.

The 1968 early summer acreage of carrots in California was 11 percent more than in 1967. With a record-high yield per acre, production was up 22 percent from the previous year. During the 1968 season, shipments from California producing areas followed the usual schedule. Harvesting was underway in May with shipments increasing during June and peak supplies from the Salinas-Watsonville, south coast, and central areas in July. Despite less competition from earlier areas, the 1968 early summer season average price was slightly lower than the moderate price in 1967.

Late summer carrot production in 1968 was nearly a tenth larger than in 1967 because of more acreage in Ohio and higher yields in both Ohio and New Jersey. Returns for July sales were moderate, but most of the crop moved in August and September at lower prices than in 1967.

Total plantings of early fall carrots in 1968 were up 7 percent from 1967 as big increases in Michigan and Texas more than offset slightly smaller acreages in New York, Wisconsin, and Washington. Per-acre yields were quite high in Michigan and Wisconsin and yields were excellent in Washington. In total, 1968 early fall production, at 6.9 million hundredweight, was 12 percent more than in 1967. Much of the production in Wisconsin, Washington and Oregon was, as usual, utilized by processors. But heavy supplies moved into fresh market channels from the other early fall States during the late summer



and fall of 1968. Harvesting started in the High Plains area of Texas in mid-July and shipments were maintained at a high level from early August through November. The Michigan harvest also began in July with active shipments in August and peak volume during late September. In August, prices declined sharply to levels well below a year earlier and there was little change during September and October. The 1968 early fall season average price was substantially lower than in 1967.

California late fall carrot production in 1968 was only slightly larger than the moderate output in 1967. However, market competition was much greater than in 1967. Volume supplies from the early fall States kept prices well below a year earlier in October and November. In addition, volume from the Texas Lower Valley in December, though light, was larger than a year earlier when a hurricane and heavy rains damaged the crop. As a result, the California late fall average price in 1968 was sharply below the high price in 1967.

Celery--The early summer celery crop in California developed favorably in 1968. Due to the 15 percent larger acreage and much higher yields, production was up more than a third from 1967. With competitive supplies moderate, light cuttings in the Guadalupe and Océano area sold at fairly high prices in June. However, as volume increased to peak proportions in July and harvest in the Salinas Valley became active, prices declined sharply to low levels. Celery movement from California continued heavy through August and, with active harvesting of large summer crops in the East and Midwest, prices continued low. The early summer season average price in 1968 was much lower than the high price in 1967.

Summer celery production in 1968 was 7 percent larger than the moderate 1967 crop (see Figure 11, page 52). A larger acreage in New York resulted in a moderately larger output in that State. But Michigan, where yields were high, accounted for most of the increase. Due to heavy supplies, summer crop shipments were priced at levels considerably lower than a year earlier. A portion of the large Michigan crop was not marketed because of low prices. The summer season average price was sharply lower than in both 1966 and 1967.

A large late fall celery crop was produced in California in 1968. Total plantings were a tenth larger than in 1967 and production was up 12 percent from 1967. Heavy shipments from the Salinas valley during October resulted in much lower prices than a year earlier. Despite some improvement in November, prices continued fairly low. In December, prices declined for remaining California supplies as volume shipments moved from Florida winter crop areas. The late fall average price in 1968 was sharply lower than a year earlier.

Sweet Corn--Total plantings of early summer sweet corn in 1968 were 3 percent more than in 1967, reversing, at least temporarily, the long-term decline. Substantially larger acreages in North Carolina and California in 1968 more than offset reductions in New Jersey, Virginia, and Oklahoma. Crops in most eastern States developed favorably despite a slow start due to cool, spring weather. However, average yields in Missouri, Oklahoma, and in California were below a year earlier. While 1968 production in North Carolina was much larger than in 1967 and slightly larger than in 1967 in Virginia, smaller crops were produced in most other States. Total early summer

production in 1968 was about equal to 1967. Competition from Florida spring supplies was light and prices averaged fairly high for the moderate early summer production in 1968.

Total late summer plantings of sweet corn in 1968 were slightly less than in 1967. Small increases in New York, Michigan and Colorado acreages failed to offset reductions in the New England States, Pennsylvania, Illinois, Maryland, and Washington. Most crops made slow growth until temperatures warmed in July, but yields in most States were above average. Total 1968 late summer production was slightly larger than in 1967. Volume shipments moved from most late summer States from mid-August through mid-September in an orderly pattern (see Figure 5 , page 34 ). Prices averaged quite high in most States. In Michigan, however, hot weather in August resulted in bunched harvests and grower returns in that State were low.

The 1968 fall acreage of sweet corn was nearly a third less than in 1967. Substantial acreage reductions occurred in both Florida and California. In addition, rains and high winds in Florida, the main source of supplies, limited yields. Total production in 1968 was about half that in 1967. Because of the sharply reduced output, growers in both States received high prices in 1968.

Cucumbers--Early summer cucumber acreage in 1968 was only slightly larger than in 1967. But due to high yields there was substantially more production in New Jersey and Maryland. Total output was up 18 percent from 1967 to a record high in 1968. However, this large crop was marketed under much more favorable conditions than the moderate 1967 crop. Early summer shipments in 1968 were seasonally active in early July compared with the late start and heavy bunching of supplies in 1967. Fewer competing supplies from the North Carolina late spring crop contributed to a strong market in July. During August, moderate early summer shipments sold at high prices. The season average price in 1968 was well above 1967 and the 1962-66 average. Total crop value in 1968 was more than a third larger than in 1967.

The total plantings of late summer cucumbers in 1968 were slightly larger than in 1967 (see Table 2, page 12). A moderately smaller acreage in New York, the largest producing State, largely offset a substantially larger acreage in Michigan. The total acreage harvested, however, was up 7 percent from 1967. With an average yield close to a year earlier, total late summer production in 1968 was moderately larger than in 1967. Much of the crop moved in August at high prices. But prices declined in September as shipments from the large early fall crop in Virginia began. Compared with 1967, average prices were lower in New York and Michigan. Nevertheless, the 1968 season average price was above the 1962-66 average.

The production of early fall cucumbers in 1968 was nearly a tenth larger than a year earlier. A larger acreage and high yields resulted in a sharply higher output in Virginia. In addition, Texas production was much larger than in 1967, when a hurricane extensively damaged crops in that State. In 1968, heavy marketings from Virginia during October depressed prices to low levels. This was reflected in much lower season average prices than in 1967 in Virginia, South Carolina, and Louisiana. However, prices reached high levels in November when winds and heavy rains restricted shipments from



Florida. As a result, the Texas season average price in 1968 was well above the fairly high price in 1967. Because of a smaller production, the season average price in California also was much higher than a year earlier.

Extremely adverse weather during much of the season sharply reduced Florida's 1968 late fall production of cucumbers. Excessive rains and strong winds in late October and early November reduced yields in important central and southern Florida producing areas. Also, low temperatures in early December restricted growth and a heavy freeze in mid-month caused extensive losses. So, despite the much larger plantings in 1968, total late fall production was nearly a fourth less than in 1967. Prices strengthened considerably in early November as harvesting in central Florida began. Moreover, there were further price increases in December. For the season, the average price was more than double the moderate level in 1967.

Lettuce--Following 1967, when prices averaged high, total summer lettuce plantings were increased by 7 percent in 1968. Most of the increase, however, occurred in California where almost 80 percent of the total summer lettuce crop was produced in 1968. In California, production was up 14 percent from 1967 to a new record high and total 1968 summer production was moderately larger than in 1967.

Although lettuce prices ranged widely during the 1968 summer season, the overall fluctuation in the market was considerably less than a year earlier when rains restricted output in California. Prices improved sharply to high levels in June because only moderate shipments were available from California and supplies in the East and Midwest were light. Though much lower than a year earlier, prices continued high through early July. Soon after this, however, prices declined sharply to fairly low levels as marketings became active in most producing areas. In Maine and Ohio, where most of the production is for nearby markets, 1968 season average prices compared favorably with 1967. But in most other States prices averaged considerably lower. The season average price in 1968 was well below the record high price in 1967 (see Figure 8 , page 37 ).

Total early fall lettuce plantings in 1968 were slightly larger than in 1967. Average yields were off sharply from a year earlier in the Hereford area of Texas, but high yields were obtained in the other early fall States. Total early fall production in 1968 was moderately larger than in 1967. Most of the 1968 crop was marketed in an orderly manner. Prices were generally quite high for supplies from New Jersey, Texas, and California. But heavy marketings from New Mexico during the last half of October resulted in a lower season average price in that State in 1968.

Following the sharp cutback in Arizona's late fall lettuce acreage in 1967, there was a further moderate reduction in 1968. In addition, yields were lower and 1968 production was 6 percent less than in 1967. Peak volume moved from the Wilcox area in mid-October and harvesting was active in central Arizona areas in November and December. Prices improved in November and they were relatively steady at moderate levels in December. The 1968 late fall season average price was slightly higher than in 1967.

Onions--The production of early onions in 1968 ranged from considerably less than a year earlier for the early spring crop in Texas to slightly larger than in 1967 for both the late spring and early summer crops. Because of extremely adverse weather, early spring production in south Texas was only about two thirds as large as the big production in 1967. A larger acreage and a higher yield in California accounted for the increased late spring output in 1968. Among the early summer States, increased production in both New Jersey and Texas because of larger plantings provided an offset to smaller crops in New Mexico and Washington.

Although prices declined as the season progressed, the smaller total volume of onions during the 1968 spring and early summer resulted in generally higher returns than a year earlier. Because of the small crop in Texas and moderate storage holdings, prices reached record-high levels in March and continued high in April. Though still high, the market was much lower in early May as late spring shipments moved from the Imperial Valley of California and harvesting began about mid-May in Arizona. Through late May, prices declined, reaching fairly low levels in early June. With some delay in early summer shipments, however, the market stabilized in late June and improved in early July, holding at a moderate level most of the month. But in August, shipments increased as more areas started shipping and prices again trended lower. The late spring season average price in 1968 was well above the low level in 1967 and the early summer average price was moderately higher than a year earlier.

The 1968 total late summer production of onions was 20.6 million hundredweight. This was 8 percent more than the moderate 1967 crop and almost as large as the record production in 1965. Increases in output in 1968 as compared with 1967 were confined to the western producing States, where production has been trending upward in recent years. Due to less acreage and a lower yield per acre, New York production in 1968 was substantially smaller than in 1967. In the Midwest, 1968 production was down moderately from 1967 largely because of smaller acreages in Michigan, Wisconsin, and Minnesota. In the West, however, production amounted to 13.4 million hundredweight, a fifth more than in 1967. The important Idaho and Eastern Oregon production in 1968 was 4.3 million hundredweight or nearly one and a half times as large as in 1967. The increased output in the West resulted from much larger plantings and generally high average yields.

Because total supplies were much larger than a year earlier, average prices for 1968 late summer onion production were sharply below the fairly high levels for 1966 and 1967 crops. Although prices in the East and Midwest were moderate during September and October, prices in all major producing areas were at low levels in November and December. With storage holdings in the West well above a year earlier and prospects for a large 1969 early spring crop in Texas, markets continued weak in early 1969. A substantially smaller acreage than in 1968 is recommended for the 1969 late summer season.



Green Peppers--The total acreage of early summer green peppers in 1968 was moderately larger than in 1967. Increased plantings were reported in both North Carolina and Louisiana. However, per-acre yields in both States averaged below a year earlier and total early summer production in 1968 was slightly less than in 1967. Returns were quite high in early June, but prices declined to moderate levels late in the month as marketing became active and fairly heavy shipments continued from the spring crop in Florida. When shipments from North Carolina peaked in mid-July, prices were low. Nevertheless, the early summer season average price in 1968 was close to that in 1967.

Late summer production of green peppers in 1968 was substantially larger than in 1967. Much of the increase was due to increased plantings and a high average yield in California, where processing is an important outlet. With smaller crops in New Jersey and in New York, season average prices throughout the East and Midwest were higher than a year earlier. In California, though, prices averaged much lower than in 1967.

Plantings of fall green peppers in Texas, a fourth larger than in 1967, and increased plantings in Virginia resulted in a total 1968 fall green pepper acreage 14 percent above a year earlier. Although per-acre yields in all producing States in 1968 averaged lower than in 1967, total fall green pepper production was a third larger than in 1967. Increased production in Texas more than offset much smaller crops in Florida and Virginia. With competitive supplies lighter than usual, prices for the small Virginia crop averaged high. Also, the season average price for the reduced output in Florida was quite high. But in Texas, the large production and increased competition from late summer California supplies resulted in a moderate average price in 1968.

Spinach--The total plantings of summer crop spinach in Colorado have declined moderately in each of the past two years. In 1968, the average yield per acre was below the high level a year earlier and production was 15 percent less than in 1967. As is normal, movement from the important producing San Luis Valley of Colorado reached a peak about August 1, with moderate supplies continuing through early October. Because of the small volume, prices improved during August and they were quite high in September as competitive early fall supplies were light. For the 1968 summer season, prices averaged close to 1967, but total returns were below 1967 because of the smaller crop.

As a result of reduced plantings in New Jersey and Pennsylvania, total early fall acreage of spinach in 1968 was moderately less than in 1967. There was adequate moisture for the crop in Upstate New York, but on Long Island, dry weather restricted growth. Also, unfavorably hot, humid conditions limited yields in Ohio. In total, 1968 early fall production was a tenth less than in 1967. Movement of early fall supplies was active during October and November at fairly high prices.

In Maryland and Virginia, 1968 late fall plantings were smaller than in 1967. But the average yield per acre was higher than a year earlier and 1968 production was equal to 1967. The combined season average price for Maryland and Virginia in 1968 was close to the above average price in 1967.

Tomatoes--Early summer tomato production in 1968 was substantially larger than the small crop in 1967. The increase was due mostly to a much larger acreage and a high average yield in California, the leading source of supplies during the summer months. Crops throughout the South, the East, and the Midwest were later than usual because of cool, wet spring weather. While conditions were improved in some States in late June, hot, dry weather limited output in Delaware and Maryland. Also, average yields were below a year earlier in Alabama and Arkansas. A relatively large volume of early summer supplies was marketed during July, somewhat later than usual, and movement continued fairly active in early August. However, late summer marketings also were delayed in 1968. Although prices in early July were well below the high levels in 1967, season average prices in most early summer States were moderate in 1968.

The 1968 marketing season was unusually good for late summer tomato growers in most producing States. Total late summer production was slightly less than a year earlier and, with the notable exception of supplies from Michigan and Indiana, harvest bunching was not serious. The late summer season average price was slightly higher than in 1967 and well above the 1962-66 average.

California early fall tomato acreage in 1968 was down sharply from 1967. But good weather and a strong market contributed to a record high average yield per acre. Total production was only slightly less than a year earlier. The relatively high season average price was due largely to lighter than usual competing supplies from Florida's late fall crop.

Because of a sharp reduction in Florida plantings as compared with 1967 and adverse weather which curtailed yields in that State, total late fall production in 1968 was a third less than the large 1967 crop. When active harvesting in Florida began in early November, prices were well above the low levels in 1967. After a decline to moderate levels in late November, prices averaged high during December. The 1968 late fall season average prices in both Florida and Texas were well above the low levels in 1967. Total crop value of \$21.1 million in 1968 compared with \$18.6 million a year earlier.

Cantaloups--Total summer cantaloup production in 1968 was substantially larger than in 1967. A slightly larger acreage than in 1967 in Georgia and relatively high average yields in all early summer States resulted in a total 1968 early summer production 7 percent above 1967. Because of a much larger acreage and a high average yield in California, where nine-tenths of the production originated in 1968, the important mid-summer cantaloup crop in 1968 was 17 percent more than in 1967. Among the late summer States, a much larger crop in Colorado, the leading State in production, about offset smaller crops in the Midwest and in New York. Total late summer production in 1968 was only slightly less than a year earlier.

Early summer shipments from Arizona were active in early June, but volume supplies from the southeastern States were delayed because of cool, dry weather earlier in the season. Bunched shipments in July and the larger crop contributed to a 1968 early summer season average price well below the high average price in 1967.



Through the late summer and early fall of 1968, cantaloup marketings were orderly. Texas shipments tapered off in July and active harvesting of mid-summer crops in the East and Midwest were delayed until after peak supplies had moved from California in July and early August. Despite the much larger production, mid-summer season average prices in most producing States in 1968 were higher than a year earlier. In the late summer States, prices also averaged higher than in 1967.

An acreage equal to 1968 is recommended for early summer cantaloups in 1969. For the mid-summer season, the 1969 guide recommendation is 5 percent less acreage than in 1968 in California and plantings equal to 1968 in all other States. The 1969 guide for the late summer season is a planted acreage 5 percent more than in 1968.

Total early fall cantaloup production in 1968 was sharply lower than in 1967 because of a much smaller yield per acre in California. As usual, active marketings from California during October were followed by peak shipments from Arizona in mid-November. In 1968, prices averaged quite high for the relatively light early fall production.

Watermelons--Favorable prices and high crop values in most States in 1967 were followed by increased early summer watermelon plantings in 1968. The widespread acreage increases resulted in a total 1968 acreage 7 percent more than in 1967. Primarily because of dry weather in the Southeast and excessive rains in Texas and Oklahoma, the average yield in 1968 was below a year earlier. Nevertheless, larger crops than in 1967 were produced in Georgia, in most South Central States, and in the West. The heavier than usual late spring supplies from Florida in June and more than normal bunching of early summer harvests contributed to an early summer season average price in 1968 much lower than in 1967.

Total plantings of late summer watermelons in 1968 were down 8 percent as compared with 1967. However, because of high average yields in Missouri, Delaware and Maryland, the 1968 production was 6 percent larger than the relatively small 1967 crop. Much of the large crop in Missouri was marketed in early August in competition with heavy supplies from the Texas early summer crop, and prices averaged lower than in 1967. In the East, however, prices in late August were relatively high for seasonally heavy supplies. For the 1968 late summer season, prices averaged moderately above the relatively high price in 1967.

A 1969 planted acreage 5 percent less than in 1968 is recommended for early summer watermelon producing States. In the late summer States, plantings equal to 1968 are recommended for the 1969 season.

## VII. GUIDE TABLES FOR INDIVIDUAL COMMODITIES

The 1969 acreage guide recommendations for each summer-fall fresh vegetable, cantaloup, and watermelon crop are shown in tables on pages 27 through 57. Each table also includes historical data on 1967 and 1968 crops. The 1969 acreage guide for sweetpotatoes and a summary statement appear on pages 58 and 59.



1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Lima Beans-Summer

(New Jersey, North Carolina, South Carolina, Georgia, Alabama)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | : Value   |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(Planted acreage

equal to 1968)      9,700      1/25      238

Background statistics

|      |        |        |    |     |       |       |
|------|--------|--------|----|-----|-------|-------|
| 1968 | 9,700  | 9,600  | 24 | 234 | 11.66 | 2,728 |
| 1967 | 10,300 | 10,000 | 26 | 261 | 11.58 | 3,022 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 2 percent more than in 1968.

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Snap Beans-Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,  
 Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,  
 Georgia, Tennessee, Alabama and Colorado)

| Year | : Acreage                                                | : Yield | :            | :             | :         |
|------|----------------------------------------------------------|---------|--------------|---------------|-----------|
|      | :Planted:For harvest:per acre :Production: Price : Value |         |              |               |           |
|      | (Acres)                                                  | (Cwt.)  | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage  
 equal to 1968)

25,020                      1/42                      1,009

Background statistics

|      |        |        |    |       |       |        |
|------|--------|--------|----|-------|-------|--------|
| 1968 | 25,020 | 24,120 | 43 | 1,027 | 11.95 | 12,274 |
| 1967 | 25,420 | 24,370 | 42 | 1,015 | 10.36 | 10,514 |

1/ 1966-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1966-68 average yield, will result in a production 2 percent less than in 1968.

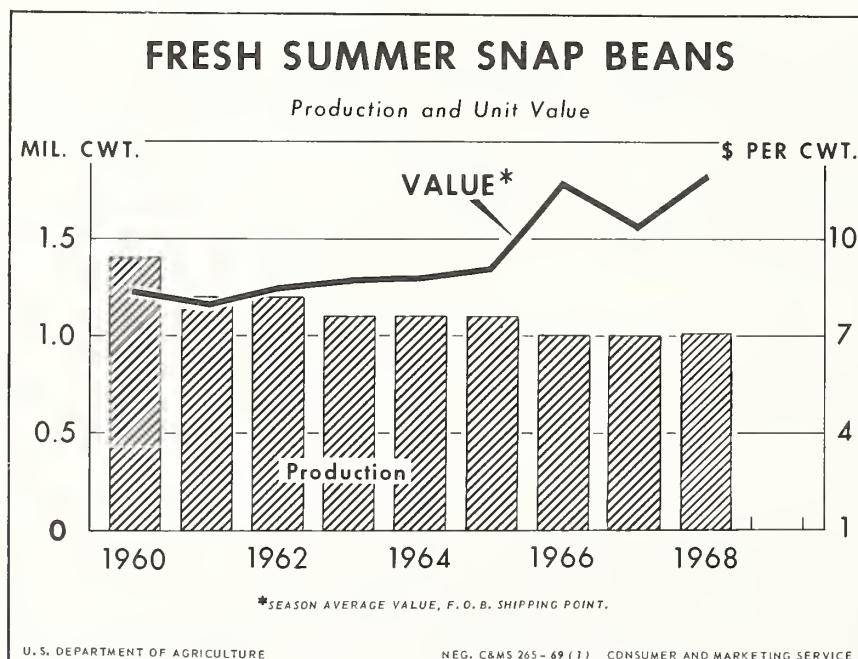


Figure 3

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Cabbage-Early Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio, and Virginia)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                       |
|------|-----------------------|----------|--------------|-------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value           |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.)) |

1969 Acreage Guide and  
probable production

(planted acreage  
equal to 1968)                      6,430                      1/214                      1,321

Background statistics

|      |       |       |     |       |      |       |
|------|-------|-------|-----|-------|------|-------|
| 1968 | 6,430 | 6,180 | 212 | 1,312 | 3.09 | 4,054 |
| 1967 | 6,610 | 6,260 | 216 | 1,355 | 2.69 | 3,647 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production one percent more than in 1968.

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia, Colorado, Washington and California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                       |
|------|-----------------------|----------|--------------|-------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value           |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.)) |

1969 Acreage Guide and  
probable production

(planted acreage  
equal to 1968)                      15,620                      1/208                      3,119

Background statistics

|      |        |        |     |          |      |       |
|------|--------|--------|-----|----------|------|-------|
| 1968 | 15,620 | 14,980 | 208 | 3,113    | 2.98 | 9,269 |
| 1967 | 16,400 | 15,880 | 222 | 2/ 3,531 | 2.36 | 8,153 |

1/ 1965-68 average yield.

2/ Includes 78,000 cwt. not marketed and excluded in computing value.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production about equal to 1968.



1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Carrots - Early Summer

(California)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage 10 percent  
less than in 1968) 7,900

1/318 2,512

Background statistics

|      |       |       |     |       |      |        |
|------|-------|-------|-----|-------|------|--------|
| 1968 | 8,800 | 8,800 | 350 | 3,080 | 4.20 | 12,936 |
| 1967 | 7,900 | 7,900 | 320 | 2,528 | 4.41 | 11,158 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 10 percent less than in 1968. Such an acreage, with no abandonment and a 1965-68 average yield, will result in a production 18 percent less than in 1968.

Carrots - Late Summer

(New Jersey, Ohio, Illinois)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage  
equal to 1968) 1,800

1/341 614

Background statistics

|      |       |       |     |     |      |       |
|------|-------|-------|-----|-----|------|-------|
| 1968 | 1,800 | 1,800 | 346 | 623 | 2.14 | 1,333 |
| 1967 | 1,700 | 1,700 | 336 | 572 | 2.26 | 1,292 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with no abandonment and a 1967-68 average yield, will result in a production 1 percent less than in 1968.

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Cauliflower-Summer

(New York, New Jersey, and Washington)

| Year | : <u>Acreage</u> :            | Yield    | :            | :             | :         |
|------|-------------------------------|----------|--------------|---------------|-----------|
|      | : <u>Planted:For harvest:</u> | per acre | :Production: | Price         | : Value   |
|      | (Acres)                       | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage

equal to 1968)

2,900

1/106

298

Background statistics

|      |       |       |     |     |      |       |
|------|-------|-------|-----|-----|------|-------|
| 1968 | 2,900 | 2,800 | 110 | 308 | 8.60 | 2,648 |
|------|-------|-------|-----|-----|------|-------|

|      |       |       |     |     |      |       |
|------|-------|-------|-----|-----|------|-------|
| 1967 | 3,000 | 2,900 | 102 | 297 | 7.52 | 2,234 |
|------|-------|-------|-----|-----|------|-------|

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 3 percent less than in 1968.

1969 Acreage Marketing Guides  
Summer Vegetables for Fresh Market

Celery - Early Summer

(California)

| Year | : Acreage :           | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production  
(planted acreage 10 percent  
less than in 1968) 2,700

1/548 1,480

Background statistics

|      |       |       |     |       |      |       |
|------|-------|-------|-----|-------|------|-------|
| 1968 | 3,000 | 3,000 | 590 | 1,770 | 4.67 | 8,270 |
| 1967 | 2,600 | 2,600 | 505 | 1,313 | 5.30 | 6,959 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 10 percent less than in 1968. Such an acreage, with no abandonment and a 1965-68 average yield, will result in a production 16 percent less than in 1968.

Celery - Summer

(Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Michigan and Washington)

| Year | : Acreage :           | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production  
(planted acreage equal  
to 1968) 5,450

1/332 1,719

Background statistics

|      |       |       |     |                 |      |        |
|------|-------|-------|-----|-----------------|------|--------|
| 1968 | 5,450 | 5,130 | 347 | <u>2</u> /1,780 | 4.84 | 8,391  |
| 1967 | 5,350 | 4,950 | 337 | 1,668           | 6.30 | 10,508 |

1/ 1966-68 average yield.

2/ Includes 45,000 cwt. not marketed and excluded in computing value.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage with a normal abandonment and a 1966-68 average yield, will result in a production 3 percent less than in 1968.



1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina, Oklahoma  
and California)

| Year | : Acreage :           | Yield :  | :            | :                         |
|------|-----------------------|----------|--------------|---------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value             |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000<br>cwt.) |

1969 Acreage Guide and  
probable production  
(planted acreage  
equal to 1968)

32,300                      1/68                      2,152

Background statistics

|      |        |        |    |       |      |        |
|------|--------|--------|----|-------|------|--------|
| 1968 | 32,300 | 31,600 | 67 | 2,119 | 4.89 | 10,368 |
| 1967 | 31,500 | 30,600 | 69 | 2,110 | 4.55 | 9,595  |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 2 percent more than in 1968.

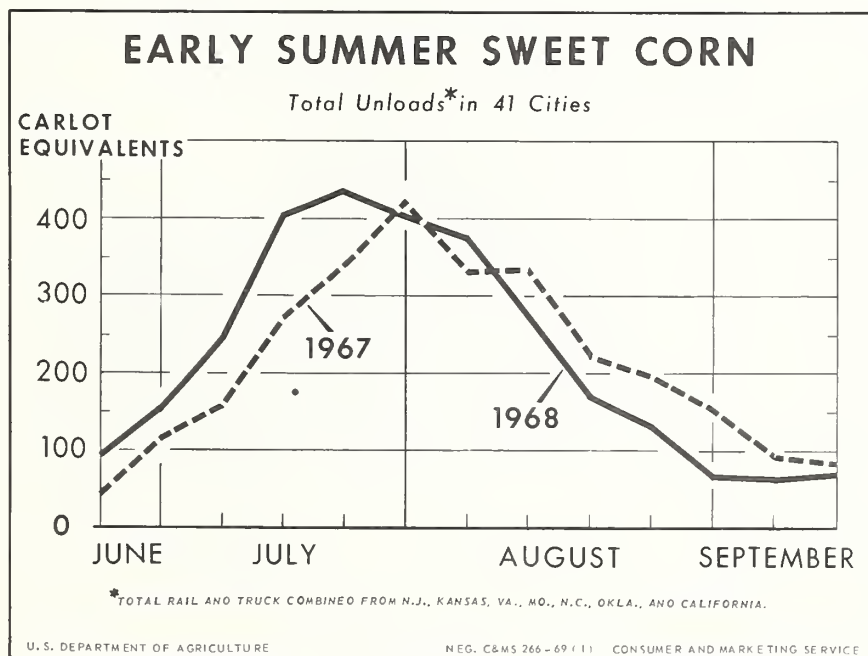


Figure 4

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Sweet Corn-Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,  
Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington,  
and Oregon)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1968) 92,700

1/64

5,577

Background statistics

|      |        |        |    |         |      |        |
|------|--------|--------|----|---------|------|--------|
| 1968 | 88,300 | 84,600 | 65 | 5,504   | 4.27 | 23,521 |
| 1967 | 90,400 | 84,300 | 64 | 2/5,404 | 3.92 | 21,065 |

1/ 1967-68 average yield.

2/ Includes 30,000 cwt. not marketed and excluded in computing value.

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 1 percent more than in 1968.

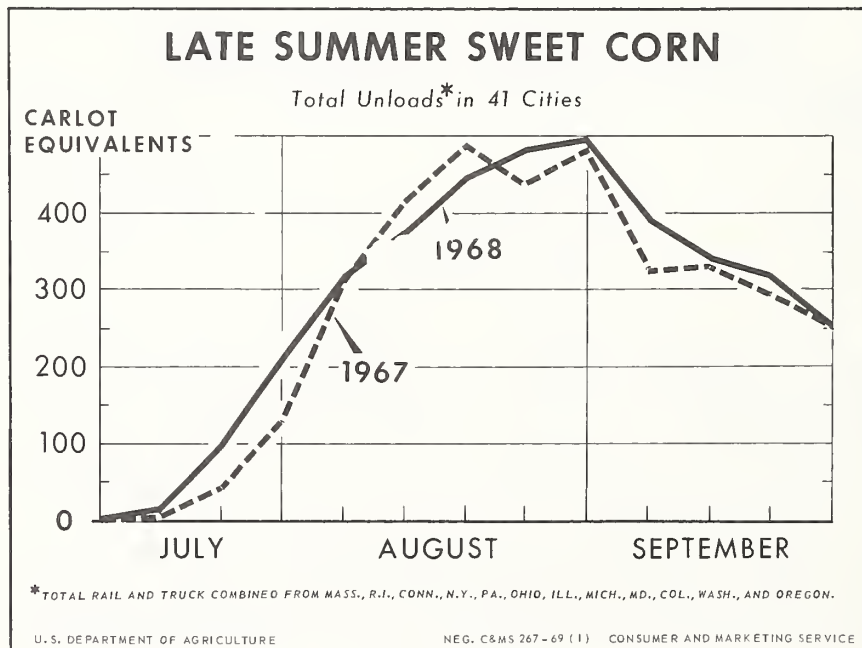


Figure 5

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Cucumbers-Early Summer

(New Jersey, Illinois, Delaware, Maryland, and Virginia)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage

equal to 1968) 6,600

1/104

652

Background statistics

|      |       |       |     |     |      |       |
|------|-------|-------|-----|-----|------|-------|
| 1968 | 6,600 | 6,400 | 105 | 674 | 5.68 | 3,828 |
| 1967 | 6,500 | 5,850 | 97  | 570 | 4.94 | 2,813 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 3 percent less than in 1968.

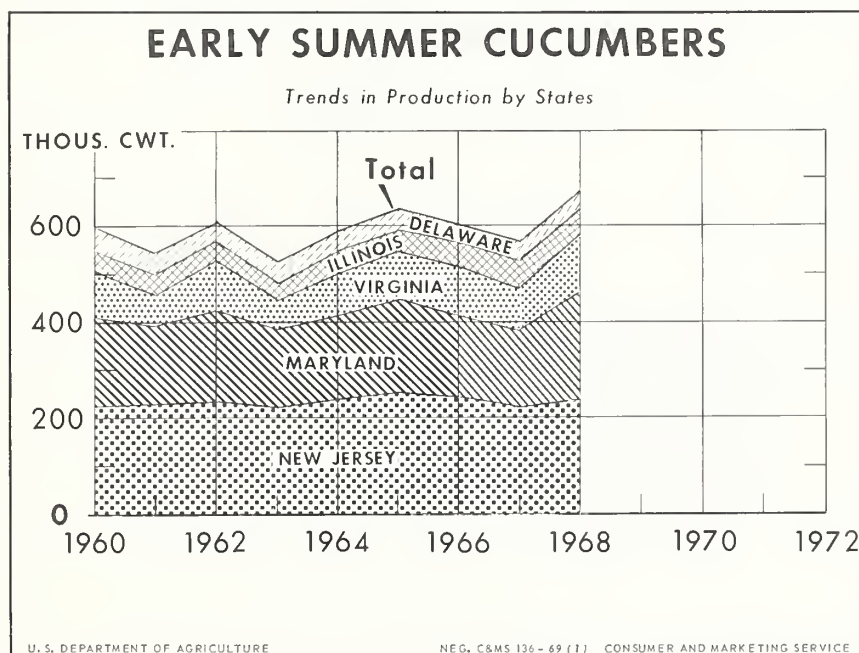


Figure 6

1969 Acreage Marketing Guides  
Summer Vegetables for Fresh Market

Cucumbers-Late Summer

(Massachusetts, New York, Pennsylvania and Michigan)

| Year | : Acreage :           | Yield :  | :            | :                       |
|------|-----------------------|----------|--------------|-------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value           |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000) cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage equal  
to 1968)

6,050                      1/85                      483

Background statistics

|      |       |       |    |     |      |       |
|------|-------|-------|----|-----|------|-------|
| 1968 | 6,050 | 5,830 | 84 | 492 | 6.43 | 3,164 |
| 1967 | 5,870 | 5,450 | 85 | 462 | 6.75 | 3,117 |

1/ 1966-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1966-68 average, will result in a production 2 percent less than in 1968.

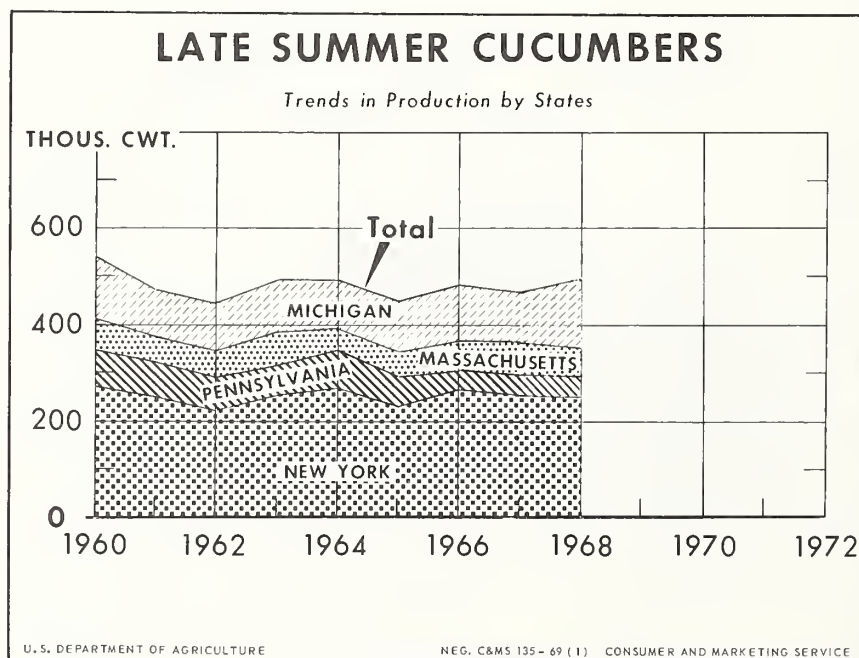


Figure 7



1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Lettuce-Summer

(Maine, New York, Ohio, Michigan, Wisconsin, Colorado, Washington, Oregon  
and California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                         |
|------|-----------------------|----------|--------------|---------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value             |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000<br>cwt.) |

1969 Acreage Guide and  
probable production  
(see 1969 guide  
below)

45,950                      1/261                      11,543

Background statistics

|      |        |        |     |                  |      |        |
|------|--------|--------|-----|------------------|------|--------|
| 1968 | 48,970 | 46,400 | 261 | <u>2</u> /12,095 | 4.39 | 52,319 |
| 1967 | 45,920 | 44,050 | 258 | <u>2</u> /11,369 | 5.92 | 66,520 |

1/ 1967-68 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value; 174 in 1968, and 124 in 1967.

1969 Guide

The 1969 guide is a planted acreage 10 percent less than in 1968 in California and equal to 1968 in all other States. Such an acreage, with normal abandonment and 1967-68 average yields by States, will result in a production 5 percent less than in 1968.

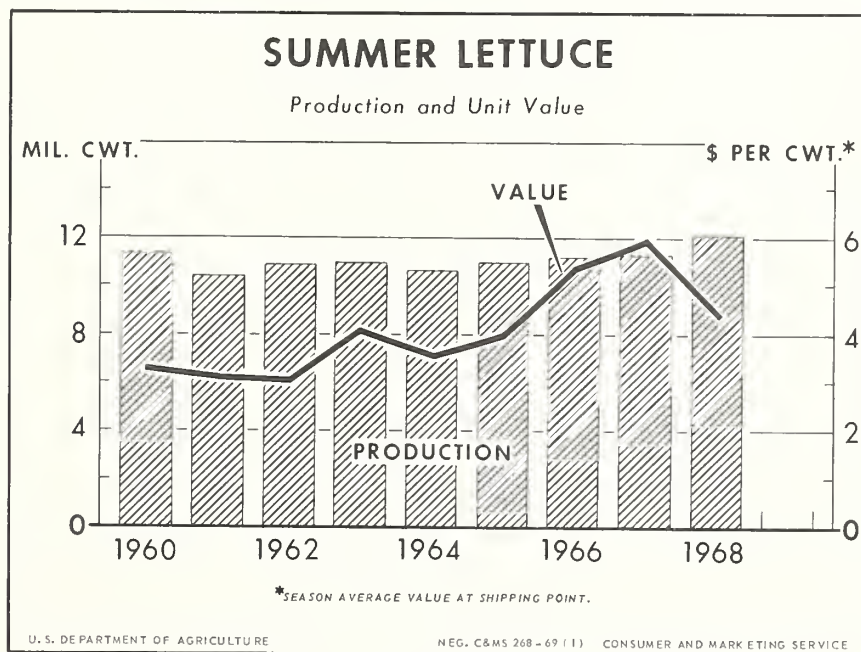


Figure 8

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Onions - Early Summer

(New Jersey, Illinois, Texas, New Mexico and Washington)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(see 1969 guide  
below)

15,520                      1/ 232                      3,437

Background statistics

|      |        |        |     |         |      |        |
|------|--------|--------|-----|---------|------|--------|
| 1968 | 16,350 | 15,500 | 216 | 3,344   | 4.25 | 14,203 |
| 1967 | 15,800 | 13,100 | 253 | 2/3,320 | 3.81 | 11,680 |

1/ 1967-68 average yields by States.

2/ Includes 257,000 cwt. not marketed and excluded in computing value.

1969 Guide

The 1969 guide is a planted acreage 10 percent less than in 1968 in Texas and equal to 1968 in all other States. Such an acreage, with normal abandonment and 1967-68 average yields by States, will result in a production 3 percent more than in 1968.

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Onions - Late Summer

(New York, Ohio, Indiana, Michigan, Wisconsin, Minnesota, Iowa,  
Idaho, Colorado, Utah, Washington, Oregon, California)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | : Value   |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(see 1969 guide  
below)

58,340

1/ 333

18,727

Background statistics

|      |        |        |     |                   |      |        |
|------|--------|--------|-----|-------------------|------|--------|
| 1968 | 62,420 | 60,070 | 343 | <u>2</u> / 20,601 | 3.25 | 57,502 |
| 1967 | 60,370 | 58,500 | 325 | <u>2</u> / 19,027 | 4.06 | 68,326 |

1/ 1967-68 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded  
in computing value: 2,906 in 1968, and 2,210 in 1967.

1969 Guide

The 1969 guide is a planted acreage 15 percent less than in 1968 in Idaho-  
Eastern Oregon, 10 percent less than in 1968 in Colorado, Utah, Washington,  
Western Oregon, and California and equal to 1968 in all other States. Such an  
acreage, with normal abandonment and 1967-68 average yields by States, will  
result in a production 9 percent less than in 1968.

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Green Peppers-Early Summer

(North Carolina and Louisiana)

| Year | : Acreage             | : Yield  | :            | :                      | :       |
|------|-----------------------|----------|--------------|------------------------|---------|
|      | :Planted:For harvest: | per acre | :Production: | Price                  | : Value |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |         |

1969 Acreage Guide and probable production  
(planted acreage equal to 1968)

8,700                      1/41                      353

Background statistics

|      |       |       |    |     |       |       |
|------|-------|-------|----|-----|-------|-------|
| 1968 | 8,700 | 8,600 | 39 | 334 | 10.15 | 3,391 |
| 1967 | 8,200 | 8,100 | 43 | 346 | 10.02 | 3,467 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage with normal abandonment and a 1967-68 average yield, will result in a production 6 percent more than in 1968.

Green Peppers-Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, New Jersey,  
Ohio, Michigan, California)

| Year | : Acreage             | : Yield  | :            | :                      | :       |
|------|-----------------------|----------|--------------|------------------------|---------|
|      | :Planted:For harvest: | per acre | :Production: | Price                  | : Value |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |         |

1969 Acreage Guide and probable production  
(planted acreage equal to 1968)

20,370                      1/102                      2,015

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1968 | 20,370 | 19,920 | 106 | 2,113 | 8.25 | 17,439 |
| 1967 | 19,220 | 18,620 | 99  | 1,844 | 8.25 | 15,214 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 5 percent less than in 1968.



1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Spinach - Summer

(Colorado)

| Year | : Acreage :                                               | Yield : | :            | :                      |
|------|-----------------------------------------------------------|---------|--------------|------------------------|
|      | :Planted:For harvest: per acre :Production: Price : Value |         |              |                        |
|      | (Acres)                                                   | (Cwt.)  | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and probable production  
(planted acreage equal to 1968)

1,300                      1/62                      68

Background statistics

|      |       |       |    |    |       |     |
|------|-------|-------|----|----|-------|-----|
| 1968 | 1,300 | 1,100 | 60 | 66 | 12.60 | 832 |
| 1967 | 1,400 | 1,200 | 65 | 78 | 12.30 | 959 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 3 percent more than in 1968.

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,  
North Carolina, Kentucky, Tennessee, Alabama, Arkansas, California)

| Year | : Acreage :                                               | Yield : | :            | :                      |
|------|-----------------------------------------------------------|---------|--------------|------------------------|
|      | :Planted:For harvest: per acre :Production: Price : Value |         |              |                        |
|      | (Acres)                                                   | (Cwt.)  | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and probable production  
(planted acreage equal to 1968)

46,350                      1/121                      5,496

Background statistics

|      |        |        |     |       |       |        |
|------|--------|--------|-----|-------|-------|--------|
| 1968 | 46,350 | 44,650 | 122 | 5,461 | 10.02 | 54,721 |
| 1967 | 42,160 | 41,750 | 112 | 4,667 | 10.84 | 50,584 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 1 percent more than in 1968.

1969 Acreage-Marketing Guides  
Summer Vegetables for Fresh Market

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Indiana, Illinois, Michigan, North Carolina, Colorado, Washington and Oregon)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage

equal to 1968) 24,680

1/118

2,796

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1968 | 24,680 | 23,580 | 117 | 2,753 | 8.80 | 24,226 |
|------|--------|--------|-----|-------|------|--------|

|      |        |        |     |         |      |        |
|------|--------|--------|-----|---------|------|--------|
| 1967 | 24,330 | 23,380 | 119 | 2/2,792 | 8.66 | 23,746 |
|------|--------|--------|-----|---------|------|--------|

1/ 1967-68 average yield.

2/ Includes 51,000 cwt. not marketed and excluded in computing value.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 2 percent more than in 1968.

1969 Acreage-Marketing Guides  
Summer Melons for Fresh Market

Cantaloups-Early Summer

(South Carolina, Georgia, Alabama, Oklahoma, Arizona)

| Year | : Acreage                                                 | : Yield | :            | :             | :         |
|------|-----------------------------------------------------------|---------|--------------|---------------|-----------|
|      | :Planted:For harvest: per acre :Production: Price : Value |         |              |               |           |
|      | (Acres)                                                   | (Cwt.)  | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and probable production

(planted acreage equal to 1968)      13,900      1/58      782

Background statistics

|      |        |        |    |     |      |       |
|------|--------|--------|----|-----|------|-------|
| 1968 | 13,900 | 13,400 | 60 | 806 | 5.10 | 4,111 |
| 1967 | 13,800 | 13,500 | 56 | 751 | 5.72 | 4,293 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 3 percent less than in 1968.

Cantaloups - Mid Summer

(Indiana, Illinois, Delaware, Maryland, North Carolina, Texas, California)

| Year | : Acreage                                                 | : Yield | :            | :             | :         |
|------|-----------------------------------------------------------|---------|--------------|---------------|-----------|
|      | :Planted:For harvest: per acre :Production: Price : Value |         |              |               |           |
|      | (Acres)                                                   | (Cwt.)  | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and probable production

(see 1969 guide below)      53,000      1/140      7,314

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1968 | 54,800 | 54,300 | 144 | 7,801 | 5.24 | 40,874 |
| 1967 | 49,850 | 48,450 | 137 | 6,655 | 5.03 | 33,488 |

1/ 1967-68 average yields by States.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968 in California and equal to 1968 in all other States. Such an acreage, with normal abandonment and 1967-68 average yields by States, will result in a production 6 percent less than in 1968.

1969 Acreage-Marketing Guides  
Summer Melons for Fresh Market

Cantaloups-Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas, Colorado, and Washington)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1968) 10,920

1/85 845

Background statistics

|      |        |       |    |     |      |       |
|------|--------|-------|----|-----|------|-------|
| 1968 | 10,400 | 9,150 | 87 | 794 | 5.15 | 4,093 |
| 1967 | 10,600 | 9,700 | 83 | 801 | 4.93 | 3,952 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 6 percent more than in 1968.

Cantaloups - Early Fall

(Arizona and California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage  
equal to 1968) 3,300

1/129 426

Background statistics

|      |       |       |     |     |      |       |
|------|-------|-------|-----|-----|------|-------|
| 1968 | 3,300 | 3,300 | 116 | 382 | 5.68 | 2,171 |
| 1967 | 3,250 | 3,250 | 142 | 460 | 4.86 | 2,234 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 12 percent more than in 1968.



1969 Acreage-Marketing Guides  
Summer Melons for Fresh Market

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,  
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

| Year | : Acreage             | : Yield  | :            | :                       |
|------|-----------------------|----------|--------------|-------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value           |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.)) |

1969 Acreage Guide and  
probable production

(planted acreage 5 percent  
less than in 1968) 200,925  $\frac{1}{82}$  15,652

Background statistics

|                                    |         |         |    |        |      |        |
|------------------------------------|---------|---------|----|--------|------|--------|
| 1968                               | 211,500 | 201,100 | 81 | 16,195 | 1.61 | 26,015 |
| 1967                               | 197,100 | 188,700 | 83 | 15,712 | 2.00 | 31,461 |
| $\frac{1}{1967-68}$ average yield. |         |         |    |        |      |        |

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 3 percent less than in 1968.

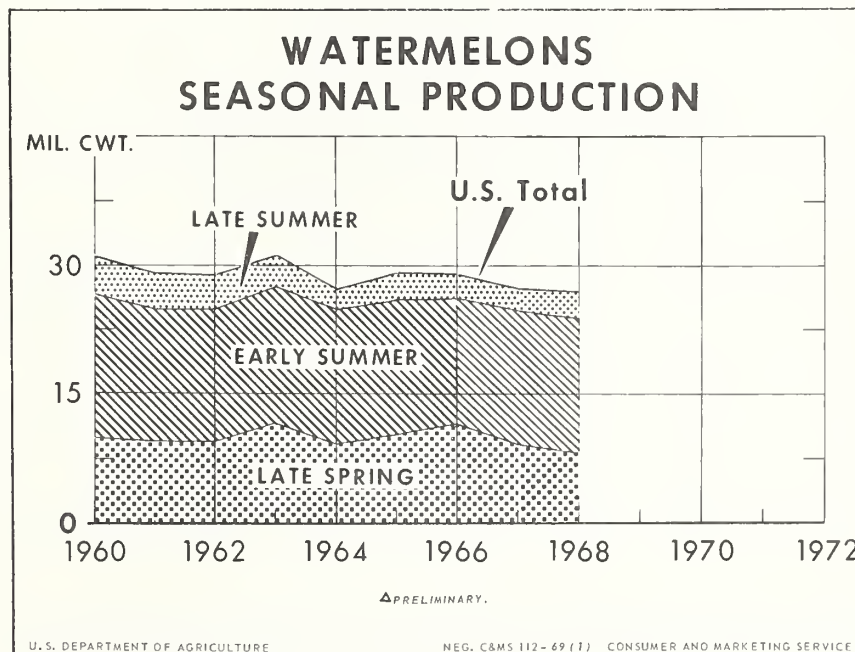


Figure 9

1969 Acreage-Marketing Guides  
Summer Melons for Fresh Market

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,  
 Maryland, Virginia, Oregon and Washington)

| Year | : Acreage             | : Yield  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
 probable production

(planted acreage equal  
 to 1968)                      24,000                      1/130                      3,089

Background statistics

|      |        |        |     |                 |      |       |
|------|--------|--------|-----|-----------------|------|-------|
| 1968 | 24,000 | 23,700 | 131 | <u>2</u> /3,116 | 2.25 | 6,820 |
| 1967 | 26,000 | 23,200 | 127 | 2,949           | 2.10 | 6,192 |

1/ 1965-68 average yield.    2/ Includes 90,000 cwt. not marketed and excluded  
 in computing value.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with  
 normal abandonment and a 1965-68 average yield, will result in a production  
 1 percent less than in 1968.

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Snap Beans-Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,  
Louisiana and California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1968)

11,400                      1/40                      420

Background statistics

|      |        |        |    |     |       |       |
|------|--------|--------|----|-----|-------|-------|
| 1968 | 10,900 | 10,350 | 40 | 414 | 11.91 | 4,929 |
| 1967 | 12,500 | 11,300 | 40 | 452 | 11.74 | 5,306 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 1 percent more than in 1968.

Snap Beans-Late Fall

(Florida and Texas)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt )   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1968)

11,400                      1/39                      418

Background statistics

|      |        |        |    |     |       |       |
|------|--------|--------|----|-----|-------|-------|
| 1968 | 10,900 | 10,200 | 35 | 353 | 15.27 | 5,389 |
| 1967 | 12,100 | 11,400 | 42 | 483 | 10.99 | 5,309 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 18 percent more than in 1968.

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Washington, Oregon and California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | Production:  | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and probable production

(planted acreage

equal to 1968) 23,850 1/57 1,353

Background statistics

|      |        |        |    |       |      |        |
|------|--------|--------|----|-------|------|--------|
| 1968 | 23,850 | 23,700 | 57 | 1,349 | 9.66 | 13,035 |
| 1967 | 24,300 | 24,200 | 56 | 1,358 | 9.19 | 12,479 |

1/ 1966-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1966-68 average yield, will result in a production about equal to 1968.

Cabbage - Early Fall

(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, (L. I.) New York, (Upstate), New Jersey, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Oregon and Idaho)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | Production:  | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and probable production

(planted acreage

equal to 1968) 30,630 1/311 9,049

Background statistics

|      |        |        |     |         |      |        |
|------|--------|--------|-----|---------|------|--------|
| 1968 | 30,630 | 29,380 | 304 | 2/8,946 | 2.01 | 17,492 |
| 1967 | 32,110 | 30,510 | 318 | 2/9,713 | 1.60 | 14,669 |

1/ 1967-68 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 242 in 1968 and 534 in 1967.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 1 percent more than in 1968.



1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Cabbage - Late Fall

(Virginia, North Carolina, and South Carolina)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage equal  
to 1968)

2,200

1/140

302

Background statistics

|      |       |       |     |       |      |     |
|------|-------|-------|-----|-------|------|-----|
| 1968 | 2,200 | 2,150 | 139 | 299   | 2.68 | 801 |
| 1967 | 2,200 | 2,150 | 140 | 2/301 | 1.97 | 577 |

1/ 1967-68 average yield.

2/ Includes 8,000 cwt. not marketed and excluded in computing value.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 1 percent more than in 1968.

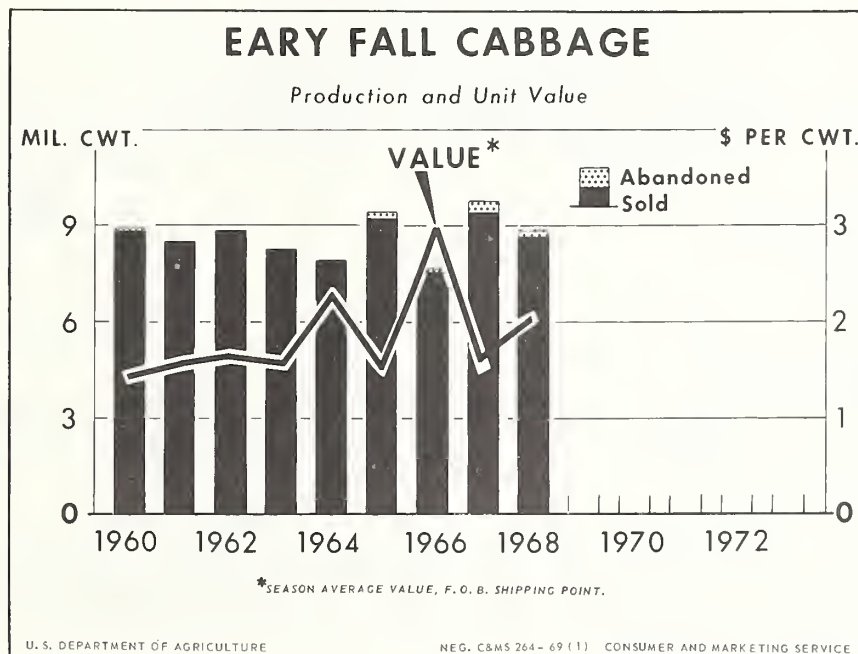


Figure 10

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Carrots-Early Fall

(Massachusetts, Connecticut, New York, Michigan, Wisconsin, Minnesota,  
Texas, Colorado, Washington and Oregon)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production  
(planted acreage 5 percent  
less than in 1968) 24,650

1/277 6,418

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1968 | 25,950 | 24,450 | 283 | 6,922 | 2.93 | 20,252 |
| 1967 | 24,300 | 22,830 | 271 | 6,183 | 4.10 | 25,346 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 7 percent less than in 1968.

Carrots - Late Fall

(California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production  
(planted acreage  
equal to 1968) 7,000

1/322 2,254

Background statistics

|      |       |       |     |       |      |        |
|------|-------|-------|-----|-------|------|--------|
| 1968 | 7,000 | 7,000 | 325 | 2,275 | 4.42 | 10,057 |
| 1967 | 6,900 | 6,900 | 320 | 2,208 | 5.54 | 12,243 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with no abandonment and a 1967-68 average yield, will result in a production 1 percent less than in 1968.

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Cauliflower-Early Fall

(New York, L. I., Michigan and Oregon)

| Year | : <u>Acreage</u> :                                        | Yield : | :            | :                      |
|------|-----------------------------------------------------------|---------|--------------|------------------------|
|      | :Planted:For harvest: per acre :Production: Price : Value |         |              |                        |
|      | (Acres)                                                   | (Cwt.)  | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and

probable production

(planted acreage

equal to 1968) 4,700

1/107

473

Background statistics

|      |       |       |     |     |      |       |
|------|-------|-------|-----|-----|------|-------|
| 1968 | 4,700 | 4,550 | 109 | 498 | 7.93 | 3,951 |
| 1967 | 4,500 | 4,150 | 105 | 436 | 7.99 | 3,485 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 5 percent less than in 1968.

Cauliflower - Late Fall

(California)

| Year | : <u>Acreage</u> :                                        | Yield : | :            | :                      |
|------|-----------------------------------------------------------|---------|--------------|------------------------|
|      | :Planted:For harvest: per acre :Production: Price : Value |         |              |                        |
|      | (Acres)                                                   | (Cwt.)  | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and

probable production

(planted acreage 5 percent

less than in 1968) 8,900

1/110

979

Background statistics

|      |       |       |     |       |      |       |
|------|-------|-------|-----|-------|------|-------|
| 1968 | 9,400 | 9,400 | 110 | 1,034 | 9.26 | 9,574 |
| 1967 | 8,500 | 8,500 | 100 | 850   | 8.60 | 7,306 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with no abandonment and a 1965-68 average yield, will result in a production 5 percent less than in 1968.

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Celery - Late Fall

(California)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production  
(planted acreage 5 percent  
less than in 1968) 6,200

1/540 3,348

Background statistics

|      |       |       |     |       |      |        |
|------|-------|-------|-----|-------|------|--------|
| 1968 | 6,500 | 6,500 | 540 | 3,510 | 3.67 | 12,888 |
| 1967 | 5,900 | 5,900 | 530 | 3,127 | 4.80 | 15,014 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 5 percent less than in 1968.

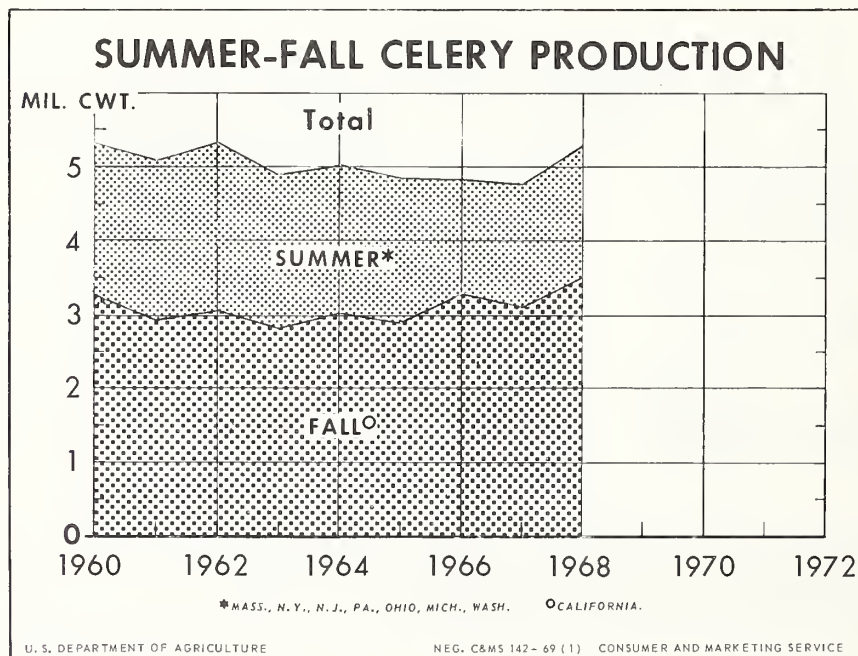


Figure 11



1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Sweet Corn - Fall

(Florida and California)

| Year | : <u>Acreage</u> :              | Yield :           | :                    | :                       |
|------|---------------------------------|-------------------|----------------------|-------------------------|
|      | : <u>Planted:For harvest:</u> : | <u>per acre</u> : | <u>Production:</u> : | <u>Price : Value</u>    |
|      | (Acres)                         | (Cwt.)            | (1,000 cwt.)         | (\$ per (\$1,000 cwt.)) |

1969 Acreage Guide and  
probable production

(planted acreage 10 percent  
more than in 1968) 13,000

1/51 630

Background statistics

|      |        |        |    |     |      |       |
|------|--------|--------|----|-----|------|-------|
| 1968 | 11,800 | 10,800 | 50 | 540 | 7.15 | 3,861 |
| 1967 | 17,000 | 16,300 | 57 | 922 | 5.40 | 4,979 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 10 percent more than in 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 17 percent more than in 1968.

Green Peppers - Fall

(Virginia, Florida, and Texas)

| Year | : <u>Acreage</u> :              | Yield :           | :                    | :                       |
|------|---------------------------------|-------------------|----------------------|-------------------------|
|      | : <u>Planted:For harvest:</u> : | <u>per acre</u> : | <u>Production:</u> : | <u>Price : Value</u>    |
|      | (Acres)                         | (Cwt.)            | (1,000 cwt.)         | (\$ per (\$1,000 cwt.)) |

1969 Acreage Guide and  
probable production

(planted acreage 5 percent  
less than in 1968) 9,400

1/100 799

Background statistics

|      |       |       |     |     |       |       |
|------|-------|-------|-----|-----|-------|-------|
| 1968 | 9,900 | 8,300 | 90  | 743 | 11.02 | 8,186 |
| 1967 | 8,700 | 5,100 | 109 | 555 | 12.62 | 7,004 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 8 percent more than in 1968.

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Cucumbers-Early Fall

(Virginia, South Carolina, Louisiana, Texas, California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and probable production

(see 1969 guide below)

8,500                      1/93                      745

Background statistics

|      |       |       |     |     |      |       |
|------|-------|-------|-----|-----|------|-------|
| 1968 | 9,050 | 8,550 | 88  | 752 | 5.99 | 4,506 |
| 1967 | 7,800 | 6,600 | 104 | 688 | 6.81 | 4,682 |

1/ 1965-68 average yields by States.

1969 Guide

The 1969 guide is a planted acreage 10 percent less than in 1968 in Virginia and Texas and equal to 1968 in all other States. Such an acreage, with normal abandonment and 1965-68 average yields by States, will result in a production 1 percent less than in 1968.

Cucumbers-Late Fall

(Florida)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and probable production

(planted acreage 5 percent less than in 1968)

8,700                      1/120                      940

Background statistics

|      |       |       |     |       |       |       |
|------|-------|-------|-----|-------|-------|-------|
| 1968 | 9,200 | 8,200 | 100 | 820   | 12.00 | 9,840 |
| 1967 | 8,300 | 7,900 | 135 | 1,066 | 5.30  | 5,650 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 15 percent more than in 1968.

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, and California)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                | :     |
|------|-----------------------|----------|--------------|------------------|-------|
|      | :Planted:For harvest: | per acre | :Production: | Price :          | Value |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 | cwt.) |

1969 Acreage Guide and  
probable production  
(see 1969  
guide below)

43,400                      1/187                      7,809

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1968 | 44,000 | 41,800 | 188 | 7,877 | 4.89 | 38,483 |
| 1967 | 43,000 | 41,900 | 181 | 7,603 | 4.14 | 31,487 |

1/ 1965-68 average yields by States.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968 in Texas and New Mexico and equal to 1968 in all other States. Such an acreage, with normal abandonment and 1965-68 average yields by States, will result in a production 1 percent less than in 1968.

Lettuce - Late Fall

(Arizona)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                | :     |
|------|-----------------------|----------|--------------|------------------|-------|
|      | :Planted:For harvest: | per acre | :Production: | Price :          | Value |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 | cwt.) |

1969 Acreage Guide and  
probable production  
(planted acreage  
equal to 1968)

13,600                      1/166                      2,258

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1968 | 13,600 | 13,600 | 160 | 2,176 | 5.90 | 12,838 |
| 1967 | 14,100 | 14,100 | 165 | 2,326 | 5.50 | 12,793 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 4 percent more than in 1968.

1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Spinach-Early Fall

(New York, New Jersey, Pennsylvania, and Ohio)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage  
equal to 1968)                      2,500                      1/62                      132

Background statistics

|      |       |       |    |     |      |       |
|------|-------|-------|----|-----|------|-------|
| 1968 | 2,500 | 2,150 | 60 | 130 | 9.03 | 1,174 |
| 1967 | 2,650 | 2,300 | 63 | 145 | 8.28 | 1,201 |

1/ 1965-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 2 percent more than in 1968.

Spinach-Late Fall

(Maryland and Virginia)

| Year | : <u>Acreage</u> :    | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1969 Acreage Guide and  
probable production

(planted acreage  
equal to 1968)                      1,300                      1/48                      57

Background statistics

|      |       |       |    |    |      |     |
|------|-------|-------|----|----|------|-----|
| 1968 | 1,300 | 1,200 | 50 | 60 | 8.38 | 503 |
| 1967 | 1,600 | 1,300 | 46 | 60 | 8.43 | 506 |

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 5 percent less than in 1968.



1969 Acreage-Marketing Guides  
Fall Vegetables for Fresh Market

Tomatoes-Early Fall

(California)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and

probable production

(planted acreage 5 percent  
more than in 1968) 16,600

1/200

3,320

Background statistics

|      |        |        |     |       |       |        |
|------|--------|--------|-----|-------|-------|--------|
| 1968 | 15,800 | 15,800 | 210 | 3,318 | 12.40 | 41,143 |
|------|--------|--------|-----|-------|-------|--------|

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1967 | 19,800 | 19,800 | 170 | 3,366 | 8.30 | 27,938 |
|------|--------|--------|-----|-------|------|--------|

1/ 1965-68 average yield (excluding 1967).

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1965-68 average yield (excluding 1967), will result in a production about equal to 1968.

Tomatoes-Late Fall

(Florida and Texas)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and

probable production

(planted acreage 5 percent  
more than in 1968) 12,000

1/138

1,524

Background statistics

|      |        |        |     |       |       |        |
|------|--------|--------|-----|-------|-------|--------|
| 1968 | 11,400 | 10,800 | 122 | 1,314 | 16.03 | 21,064 |
|------|--------|--------|-----|-------|-------|--------|

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1967 | 14,600 | 13,100 | 153 | 1,999 | 9.28 | 18,554 |
|------|--------|--------|-----|-------|------|--------|

1/ 1967-68 average yield.

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 16 percent more than in 1968.

1969 Acreage-Marketing Guides  
Sweetpotatoes

(New Jersey, Kansas, Maryland, Virginia, North Carolina, South Carolina,  
Georgia, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma,  
Texas, California and New Mexico)

| Year | : Acreage :           | Yield :  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | Value     |
|      | (1,000 acres)         | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1969 Acreage Guide and  
probable production

(planted acreage

|                |       |      |        |
|----------------|-------|------|--------|
| equal to 1968) | 148.3 | 1/92 | 13,368 |
|----------------|-------|------|--------|

Background statistics

|      |       |       |    |        |      |        |
|------|-------|-------|----|--------|------|--------|
| 1968 | 148.3 | 145.0 | 92 | 13,299 | 5.13 | 68,184 |
| 1967 | 149.2 | 146.6 | 93 | 13,658 | 4.49 | 61,204 |

1/ 1967-68 average yield.

Comments

The long-term decline in total planted acreage of sweetpotatoes continued in 1968. Total plantings were down slightly from 1967 to a record low level. Substantial acreage reductions were reported in New Jersey, Virginia, North Carolina, South Carolina, Tennessee, Alabama, and Mississippi. The overall decline has resulted largely because of decreases in farm population in the South. But the relatively static market demand combined with a gradual upward trend in yields also have been important factors. Nevertheless, a few leading States reported increased acreages in 1968 as compared with 1967. Plantings were up substantially from a year earlier in both Louisiana and Texas. In addition, plantings were increased slightly in Georgia and California in 1968.

The U.S. average yield per acre in 1968 failed to match the record high level in 1967. This was due largely to extremely high temperatures during August and generally dry weather in September which curtailed yields in the South Atlantic States and in most South Central States. However, yields were above the respective 1962-66 averages in most States and, consistent with the upward trend in other recent years, 1968 average yields were larger than in 1967 in New Jersey, Maryland, Tennessee, Alabama, New Mexico, and California.

Total sweetpotato production has been comparatively stable in the late 1960's (see Figure 12 page 59). Because of the small reduction in acreage and a lower average yield, total production in 1968 was 3 percent less than a year earlier. But there were sharp changes in output compared to 1967 in some States. Production in Virginia was down 12 percent and substantially smaller crops were reported in North Carolina and South Carolina. In the South Central region, moderate to substantial crop reductions in several States were about offset by a slightly larger output in Louisiana, the leading State nationally, and a 1968 production in Texas nearly a fifth larger than in 1967. Also, with a slightly larger acreage and a record high average yield,

California's production in 1968 was up 13 percent from 1967.

Throughout the 1968-69 season, sweetpotato markets in most all major areas reflected an even better balance between supplies and market potential than in the comparable 1967-68 period. Although pre-Thanksgiving and pre-Christmas sales were slightly larger than in the previous year, total unloads in major cities during the period July-December 1968 were 5 percent less than a year earlier. Into mid-February, movement continued to lag behind the prior season. Also, trade sources indicate that fewer supplies from the 1968 crop were used for canning and freezing.

Market prices for sweetpotatoes at eastern North Carolina, Eastern Shore of Virginia, and southwestern Louisiana shipping points during the 1968 fall were substantially higher than in 1967. Prices for most packs increased in late October prior to the completion of harvests in the South and prices for cured stock in November and December, at levels well above a year earlier, were quite high. Moreover, into early 1969, market prices continued steady at high levels.

Total market requirements for sweetpotatoes have stabilized in recent years and little change is expected in 1969. A 1969 acreage equal to 1968 should adequately supply all market outlets.

#### 1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production about equal to 1968.

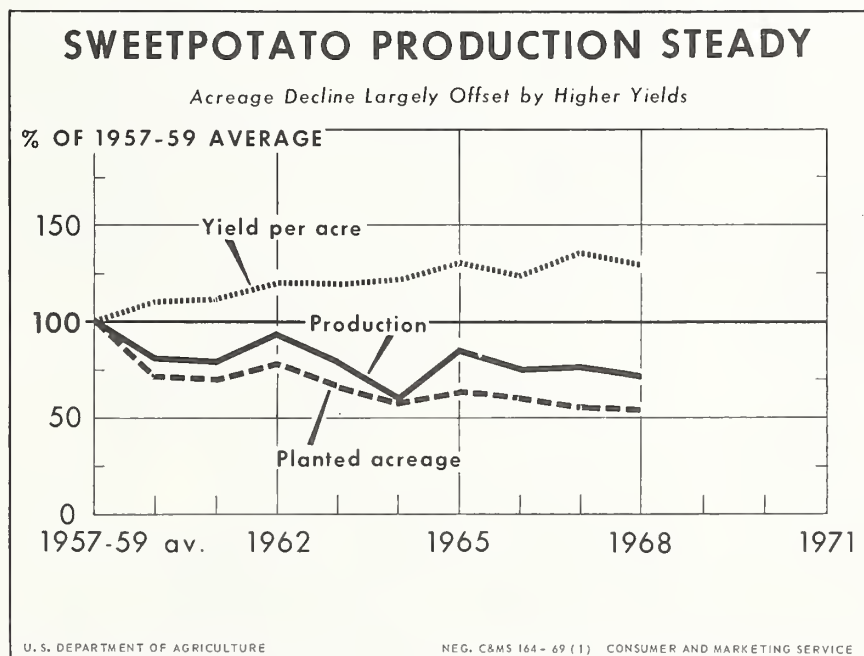


Figure 12

U.S. DEPARTMENT OF AGRICULTURE  
Consumer and Marketing Service  
Washington, D.C. 20250

- - -

Official Business

